

# PHARAON DUTCH PILOT



## Objective

The Dutch pilot aims to foster social cohesion and happy healthy ageing by supporting bus services with digital tools and services

## PARTICIPANT ENGAGEMENT



## PILOT SERVICES

GOAL	SERVICES	DESCRIPTION	TECHNOLOGY
<p><b>Community Building</b></p> <p>How does technology aimed at stimulating community building contribute to social cohesion, sense of community, isolation and loneliness?</p> <p>This service is linked with the bus services and allows the user to sign up for a trip and to connect with other participants before and after a trip</p>	<p><b>RegiCare (AdSysCo)</b></p>	<p>This service is an online platform that offers support for client management, organization of collective activities and management of volunteers</p> <p>73 Facilitating signing up for activities and stimulating community building</p> <p>5 Facilitating managing of activities</p>	<ul style="list-style-type: none"> <li>Personal Computer</li> <li>Online Platform</li> <li>Customer Portal</li> </ul>
<p><b>Happy Healthy Ageing</b></p> <p>How does technology aimed at stimulating healthy eating and physical activity contribute to healthy eating, physical activity and health?</p> <p>This service is aimed at promoting healthy eating</p> <p>This service is aimed at physical activity monitoring and coaching</p>	<p><b>PACO</b></p> <p><b>MOX/Miss Activity</b></p>	<p>This service is an online program with two virtual coaches and different modules, including tips and recipes amongst others</p> <p>73 Stimulating healthy eating</p> <p>42 Stimulate physical activity</p>	<ul style="list-style-type: none"> <li>Personal Computer</li> <li>Online Platform</li> <li>Virtual Coaches</li> <li>Tablet/ Mobile Phone</li> <li>Miss Activity Application</li> <li>MOX wireless activity monitor</li> </ul>

## CONCLUSION

Data collection in the Dutch pilot continues until the end of 2023. The analyses will combine quantitative and qualitative data, such as questionnaires and interviews, to provide rich insights into experiences of older adults. One of the foreseen results are lessons learned on the pilot's process and outcomes. One lesson that we have already learned is that a monthly physical newsletter is preferred over a digital one. Moreover, recruiting and retaining participants for one year is a challenge.

