

# PRIME STRENGTH

A 6-week online strength training and health education programme for middle-aged and older adults aged 40–85 years.



## ABOUT THIS PROGRAMME:

Please see the next page for the 6-step process involved in delivering this programme. An overview of the specific content in the 'Prime Strength' 6-week online programme is outlined below. Please note, this is a condensed version of 12-week 'Prime Time of Life' programme, which may be more feasible for you to consider from a time commitment and funding perspective.

Recruitment, Screening & Pre-Testing (4 Weeks)

6-Week Online Programme

Post-Testing, Feedback & Evaluation, & Progress Report (3 Weeks)

### Potential benefits for your participants:

↓ age- and menopause-related muscle and bone loss  
↑ muscle strength, endurance, and power  
↑ mobility and performance in activities of daily living  
↑ functional independence and quality of life  
↑ cardiometabolic health  
↑ cognitive health and wellbeing  
↑ education and confidence to perform strength training and engage in healthy lifestyle behaviours in the long-term

### The 6-week online programme includes:

- 1 \* 20-minute live online health education workshop per week for 6 weeks
  - Participants can attend these live online via Zoom or they can watch the recording on-demand anytime during the programme.
  - These workshops will teach participants about the importance of strength training for healthy functional ageing, nutrition for health ageing, and more!
  - Weekly take-home resources will be provided (e.g., workshop notes, recipes, and exercise circuit cards).
- 2 \* 40-minute strength exercise classes per week for 6 weeks
  - Participants can attend these live online via Zoom, or complete a pre-recorded class in the on-demand library.
- A custom-designed on-demand library of pre-recorded exercise classes will be provided.

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### Costings:

Price: €4295 incl. VAT

As this is an online programme, places are unlimited. Everyone is welcome!

# The custom-delivery of our online programmes involve the following 6-step process:

1

## Planning

All of our programmes can be customised to ensure that they improve and evaluate the outcome indicator(s) that are a priority for you.

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## Understanding the details of your programme

If you are interested in any of our programmes, please contact Dr Diane Cooper (info@edufit.ie or 087 238 8748). Diane will organise a no obligation call with you to discuss the specific programme content, the practical logistics of running a programme, the evaluation tools necessary for your outcome indicator(s) and more. Diane will be very happy to answer any questions you have.

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## Preparation Phase (4 weeks)

If you decide that you would like us to deliver a programme for you, the EduFIT team will create a GDPR-compliant and secure sign-up form for your participants, custom-design a recruitment poster featuring your desired logos, prepare social media recruitment posts with suggested text, and produce a promotional video for you to share. Additionally, the EduFIT team will manage the recruitment process and Dr Diane Cooper (Clinical Exercise Physiologist) will review the participant screening forms and contact anyone who requires private exercise counselling before the start of the programme.

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## Programme Delivery

The EduFIT team will create and send weekly Zoom links and provide ongoing support to participants throughout the programme. Weekly health education workshops will be recorded and made available for participants to view on-demand. In addition, each individual programme includes a custom-designed on-demand library of specific exercise videos, offering flexibility to your participants for the duration of the programme. The EduFIT team will also conduct pre- and post-testing with your participants, including any tests or questionnaires that align with your outcome indicator(s).

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## Take-Home Resources & Social Media Campaign

For all programmes, the EduFIT team will provide simple and practical, custom-designed weekly take-home resources such as infographics, recipes, and exercise circuit cards with associated exercise videos, which your participants can access indefinitely. Additionally, the EduFIT team will provide you with weekly branded social media content to complement the health education workshops each week, increasing awareness of the programme you have invested in and expanding its reach.



Please scan this QR code to see an example of custom-designed weekly take-home resources from a previous programme.

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## Evaluation & Progress Report

We will co-create a feedback and evaluation form with you for participants to complete at the end of your programme. Subsequently, the EduFIT team will collate and evaluate all the anonymised group data to assess the effectiveness of your programme on your outcome indicator(s). This evaluation will be presented to you in a detailed progress report.