

GOOD PRACTICE



City
Karşıyaka

Country
Turkey

Population
315.008

Mission
To introduce an enjoyable and effective workout program to all citizens who do not have access this type of activity regularly, as well as motivate people to carry on an active and healthy lifestyle.

Target Group
Citizens of all ages

Highlight
The participants with no health problems discovered an exercise that help them burn calories through dancing moves along with music.

Time frame
During four months, 2 days in a week (June - September 2014)

Budget
410,00 Euro

Zumba Activity



Objectives

- To promote healthy lifestyles by introducing an enjoyable activity to all citizens free of charge,
- To draw attention to making sport at all ages a way of living a healthy life,
- To involve and support individuals to build a healthy habit with a free of charge opportunity.

Description

Through a 4 months program with 32 Zumba lessons, participants were encouraged to form a habit for an active lifestyle. Increasing the participation numbers was important for the municipality. The activity was held in an outdoor recreation area.

Reach

- Location : Bostanlı Recreation Area

All age groups and a large number of residents participated in the lessons.

In 2014, 960 people took part in the lessons in total.



Results

Participants found a chance to try a new activity, formed a healthy habit, enjoyed sports as part of their daily life and were encouraged to live an active life.

More information:

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