For more information go to
generationsworkingtogether.org/
www.glasgow2014.com
www.active-ageing-events.org.uk

In partnership with:
Generations Working Together
Care Inspectorate
BHF National Centre for Physical Activity + Health

"I went to bed with a smile on my face and I woke up with a smile on my face - what more could I ask for."
Care home resident

Contact us
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What’s the Go for Gold Challenge – Scotland all about

The Go for Gold Challenge was established in 2012 to involve professionals and residents in the care sector in the legacy celebrations offered by the London Olympic Games and the World Congress on Active Ageing in Glasgow, both staged in the summer of 2012 and the 2014 Commonwealth Games also in Glasgow. The Go for Gold Challenge is part of the British Heart Foundation National Centre for Physical Activity and Health at Loughborough University (BHNC) programme of Active Ageing Events.

The aims of the Go for Gold Challenge are to:
- Promote and celebrate participation in physical activity amongst older people supported by the care sector.
- Build capacity in the workforce in the care sector to promote physical activity with older people on a day to day basis.
- Develop links between the care sector in Scotland and physical activity organisations.
- Contribute towards the 2014 Commonwealth Games Legacy.
- Strengthening the links between the Go for Gold Challenge and mainstream activity organisations has already begun and includes.
- Promotion to increase the reach of Go for Gold Challenge opportunities across Scotland.
- Examine ways to move beyond events to increase regular opportunities for increased physical activities – taking part in day to day life. (this links with the care Inspectorate initiative Make every Moment Count which can be found at www.careinspectorate.com )
- Learning events for professionals with a particular focus on intergenerational practice and community engagement for 2013/14.
- A bespoke Go for Gold Challenge Resource to support local care sector organisations across Scotland.
- Go for Gold Challenge events in July 2013 and 2014.
- Strengthening the links between the Go for Gold Challenge and mainstream strategic planning in Scotland – happening now!

Go for Gold Challenge Week 2013 – don’t miss the opportunity to be involved!

In 2013 the plan is to continue implementing the 5 physical activity challenges with partners across the care sector in Scotland, (the Games Challenge, the Dance With Me Challenge, the Walk With Me Challenge, the Tri-athlon Challenge and Creating Your Own Challenge) and we will also look to enhance the Go for Gold 2013 programme through developing the themes of intergenerational activity and community engagement.

To provide some consistency with 2012, and help with planning, we have agreed that July should continue to be the focussed week for the Go for Gold Challenge 2013. So, the week beginning Monday 1st July is this year’s Go for Gold Challenge Week 2013. However, as with last year people may choose other dates to suit their own timescales and local partnerships, and we are aware that some of you are already ahead with your plans for 2013 which is fantastic.

Go for Gold logo

The Go for Gold Logo was designed by Lindsey Duffus, Graphic Designer, Care Inspectorate. “I came up with the theme, no matter what the challenge, you should always reach for the stars!”

Working towards 2014

The Go for Gold Challenge was commissioned by the Scottish Government as part of a commitment to a Games Legacy for Scotland (2009)

“... work with the organisers of the 8th World Congress on Active Ageing to drive forward initiatives which make it easier for older people across Scotland to be more active. This includes “Senior Games Festivals” to give older people an opportunity to participate in a wide range of sports.”

A Games Legacy for Scotland (2009)
Scottish Government.

“Man does not cease to play because he grows old; he grows old because he ceases to play.”

George Bernard Shaw