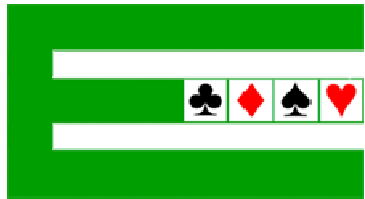


# 10th EBL NBO Officers' Seminar

## Increasing participation?

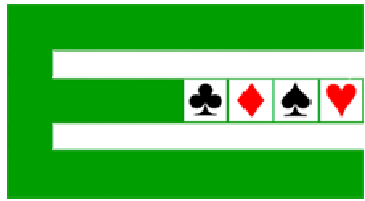
**Eric Laurant, EBL**



# 10th EBL NBO Officers' Seminar

## Successful tournaments in NL

## Thank you!

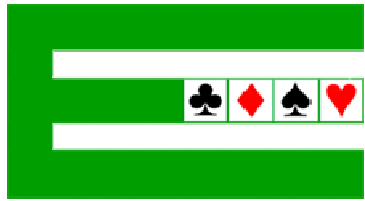


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**Successful tournaments in NL**

**Thank you!**

**General assembly**



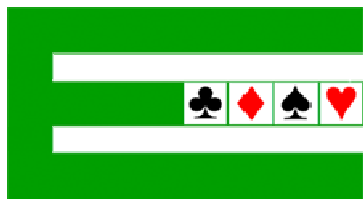
# 10th EBL NBO Officers' Seminar

**Successful tournaments in NL**

**Thank you!**

**General assembly**

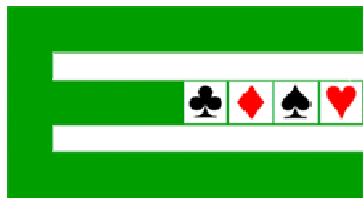
**Bridge and golf**



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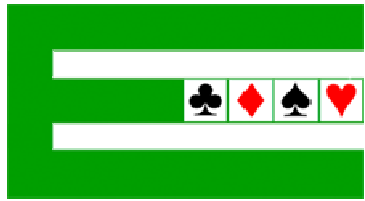
**Increasing  
participation?**

**Get more members!**



# 10th EBL NBO Officers' Seminar

## Story of a successful Dutch project



# 10th EBL NBO Officers' Seminar

Scientific research proves:

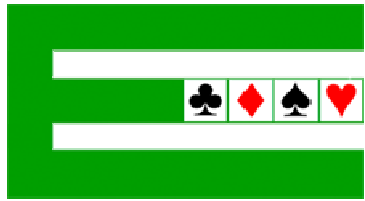
- ♠ Bridge provides a social network
- ♠ Bridge effectively counters loneliness
- ♠ Bridge raises happiness

Source:

*NIVEL*, Leemrijse C.J.; Ooms, L.; Veenhof C. (2011) 'Evaluatie van kansrijke beweegprogramma's'

*NIVEL*, Leemrijse C.J.; Veenhof C. (2012) 'Denken en Doen: briggend de eenzaamheid te lijf '

*Mulier Institute*, Smits F.; van Rens F.; Elling, A. (2012) 'Om mijn hersenen te trainen en voor de gezelligheid'



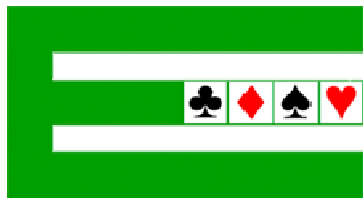
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Scientific research also proves that happiness and a social network reduces mortality risks comparable to:

- ♠ Stop smoking
- ♠ Stop drinking
- ♠ Lose weight
- ♠ Exercise more

Source: *PLoS Med* 7 (7): e1000316, doi: 10.1371/journal.pmed.1000316



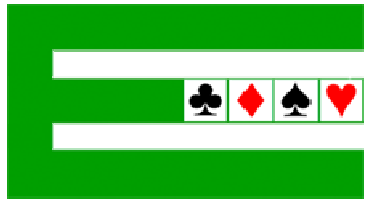


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**“ We discover the  
importance of social  
relationships  
for health and see an  
increased  
need for them.”**

*Science*, New Series vol. 241. No. 4865 <http://www.jstor.org/stable/1701736>

**Science**

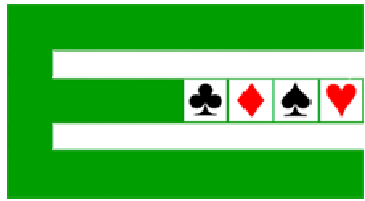


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Conclusion: Bridge is more than fun

Bridge and its social network  
improves health and reduces  
mortality risks!

Especially among elderly



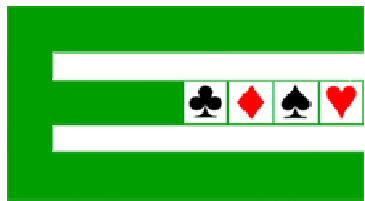
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We started marketing elderly segment

Emphasize that bridge is fun

Claim that bridge improves health

Focus local government organisations



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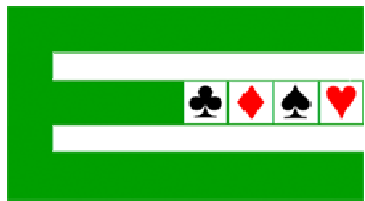
## Result:

Local government organisations invest in bridge learning projects



“Difficult, but so much fun!”

Participant local government project  
(76)



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Very easy concept:

Pensioned sales person with car/phone  
Local governments mail and pay NBO  
NBO plan, organizes and report to gov.  
Result '13-'15: > 7.500 new members  
Result '19: > 2.000 new members  
300+ municipalities participate (440)