Increasing Physical Activity Opportunities for Women 55-70
About the Project

• 4 Year Project (September 2005 – March 2009)

• Funded by the Public Health Agency of Canada through the Population Health Fund

• Project Partners: ALCOA, CNA, CPRA, Osteoporosis Canada, VON Canada
Objectives

• Identify barriers to physical activity for women.
• Identify solutions for increasing physical activity.
• Develop resources that will assist in increasing physical activity levels.
• Increase awareness among multi-sectoral stakeholders on a national basis.
• Evaluate the current and future impacts of the project in increasing physical activity opportunities for women 55–70.
Key Activities

- Environmental Scan
- Cross Canada Focus Groups
- Resource/material development
- Results Dissemination
Women 55-70 are a Unique Target Group
Why should We Care?

• Critical time in a Woman’s Life to be Active

• Very diverse group- hard to program for

• Growing population- Demographic Bulge

Tools Developed

• Focus group report and summary
• Making the Case document
• Fact sheets
• Photo CD
• Website
Focus Group Report and Summary
Focus Groups

- Winnipeg
- Thompson
- Regina
- Westlock (1 hour north of Edmonton)
- Vancouver
- Whitehorse
- St. John’s
- Moncton (English and French)
- Montreal (English and French)
- Ottawa (English and French)

Total of 38
Focus Group Structure

• Three Groups in each city/town: Active Women 55-70; Less Active Women 55-70; and Community Stakeholders
• Local Coordinators hired to coordinate
• 8-15 people in each group
• Good Community Mix
• Good mix of ages in each age Group
What Women Told Us

- Internal Issues
- External Issues
- Impacting Issues
Internal Issues

- **Body Image**- instructors, women’s only, self-conscious
- **Fears**- safety, injury, skill, self-sufficiency
- **Skills**- opportunity, negative experiences, level
- **Guilt**- conditioning, pressures, knowing but not doing
- **Negative Attitudes**- immediate results, not for them, too hard want easy solution
- **Confidence** – asking questions, lack information
- **Priorities**- where is physical activity on the list
- **Transitions**- disappearing, loss
External Issues

- **Weather** - summer, winter, darkness, rain
- **Transportation** - access, driving, public transportation
- **Infrastructure** - built environment, welcoming environment, city sprawl
- **Cost** - planning for the future, expense, clothes and equipment, communication
Impacting Issues

- Physical activity measures - daily activity, formula, pain
- Health - obesity, joint pain, injuries, illness, mental health, access to health care, doctors opinions
- Care giving - sandwiched, lack of support
- Buddies - motivation
- Culture - language, familiarity, isolation
- Programming - instructors, choices, scheduling, adaptations, social component, cliques, communicating what to expect
- Supportive environments - community, family, facility
- Role Models
What Stakeholders Said

• This is a population that we really do not program – we thought we did but we don’t
• We need a business case to get the key decision makers on board
• We need help with communications - what do we call this group, what slogans work, etc.
• We need information, best practices and success stories
• We need to continue working together
Projected Number of Canadian Women 55-70 as a Percentage of the Total Canadian Female Population.
Canada, Selected Years 2007 - 2031

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2007</td>
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<td>20.4</td>
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<td>2026</td>
<td>19.8</td>
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<td>2031</td>
<td>18.7</td>
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Fact Sheets
Fact Sheets

- Building Your Case: Physical Activity and Women 55–70
- Organizing Focus Groups and Community Consultations
- Addressing the Built Environment to Encourage Physical Activity for Women 55–70
- Building Capacity to Deliver Physical Activity Programs, Services and Environments for Women 55–70
- Marketing and Communicating Physical Activity Initiatives to Women 55–70
- Involving Multi-sectoral Partners to Increase Physical Activity for Women 55–70
- Structuring Programs, Services and Environments to Address Barriers for Women 55–70
- Physical Activity Investments for Women 55–70
- Evaluating Physical Activity Initiatives for Women 55–70
- Developing Physical Activity Programs, Services and Environments for Women 55–70: A Checklist
Photo DVD

Women 55-70 in Sport & Physical Activity

Images
du sport et de l’activité physique chez les femmes de 55 à 70 ans
Website

www.caaws.ca/women55plus
What We Can do....
Taking Action

• Distribute the tools to your staff and Council, BOD

• Be an early adopter. Consider championing a strategy in your community to address this issue.

• Ensure that you take a collaborative approach.
For More information

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www.caaws.ca/women55plus

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