



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



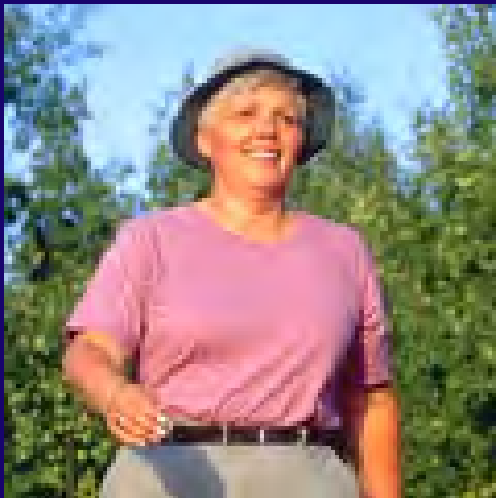
Objectives

- 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

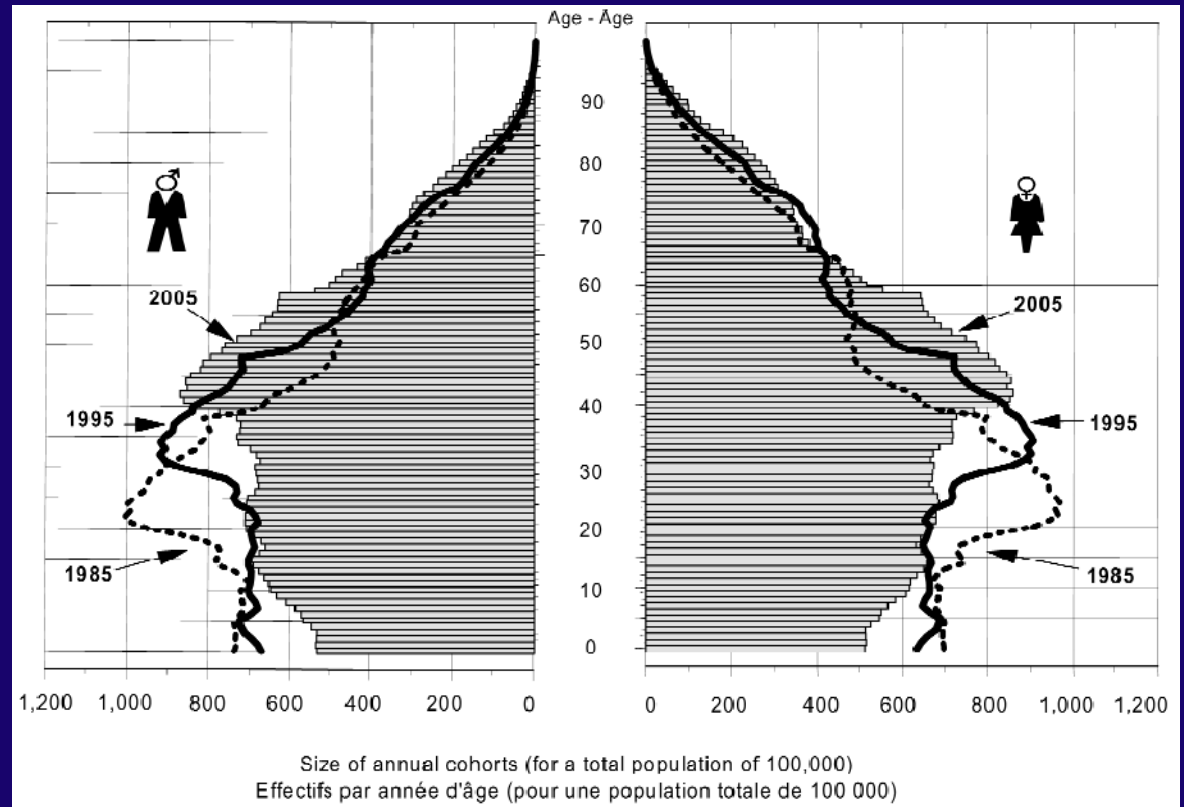


Women 55-70 are a Unique Target Group



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



Source: Statistics Canada. 2006. Annual Demographic Statistics, 2005.

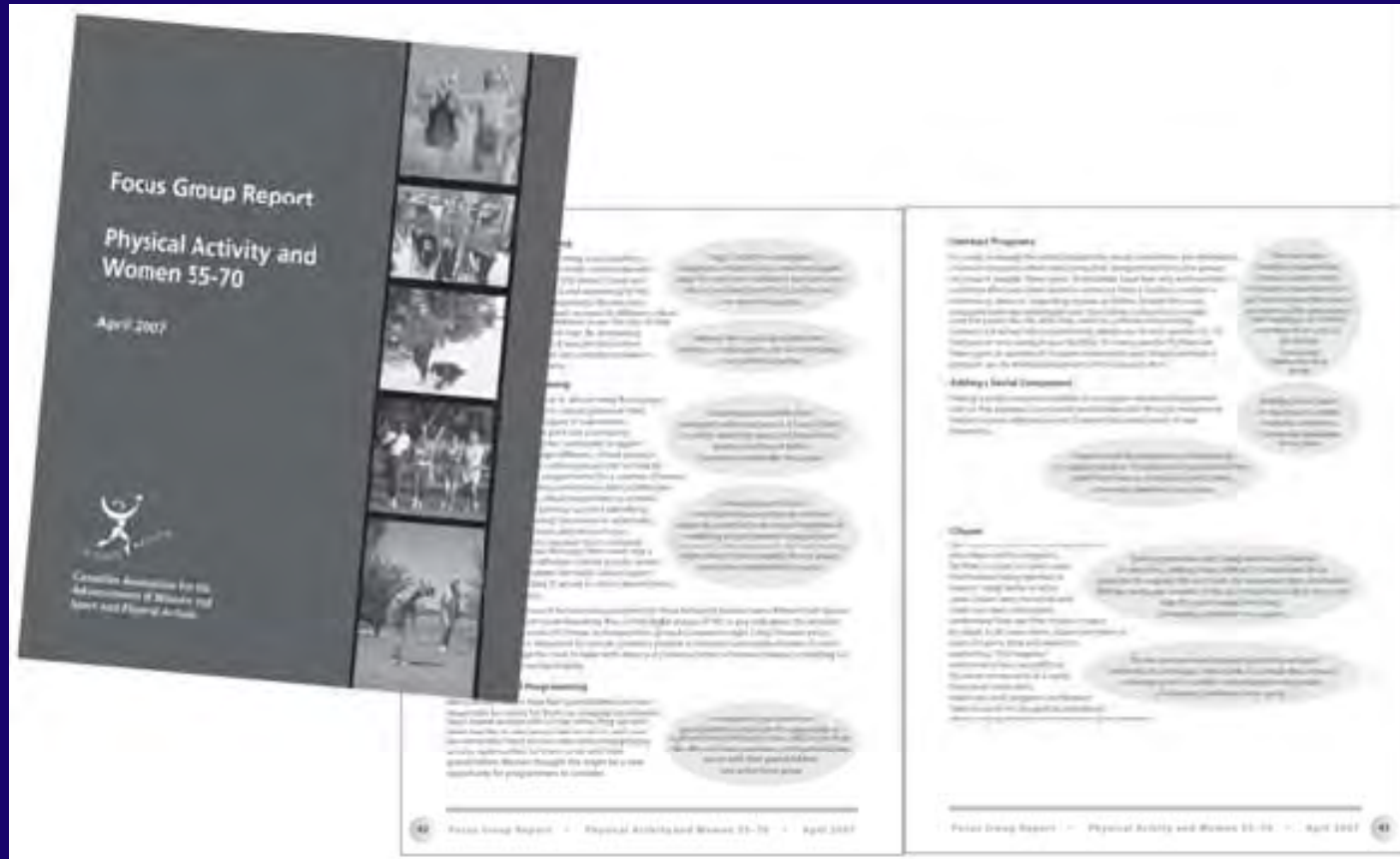


Tools Developed

- 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**

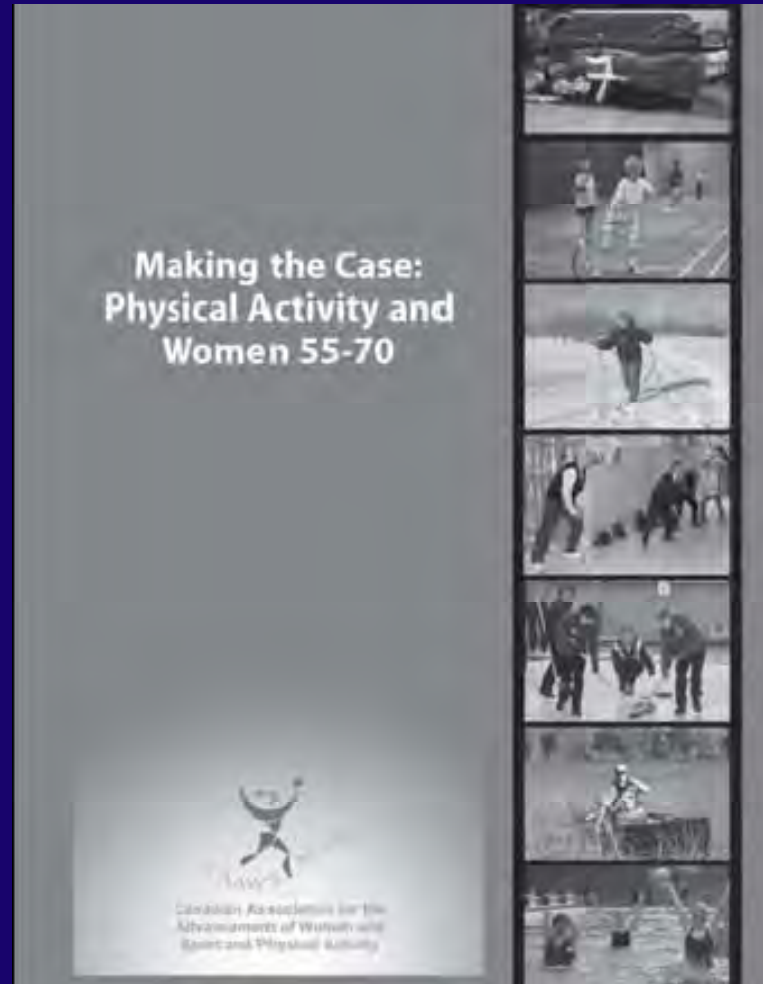


What Stakeholders Said

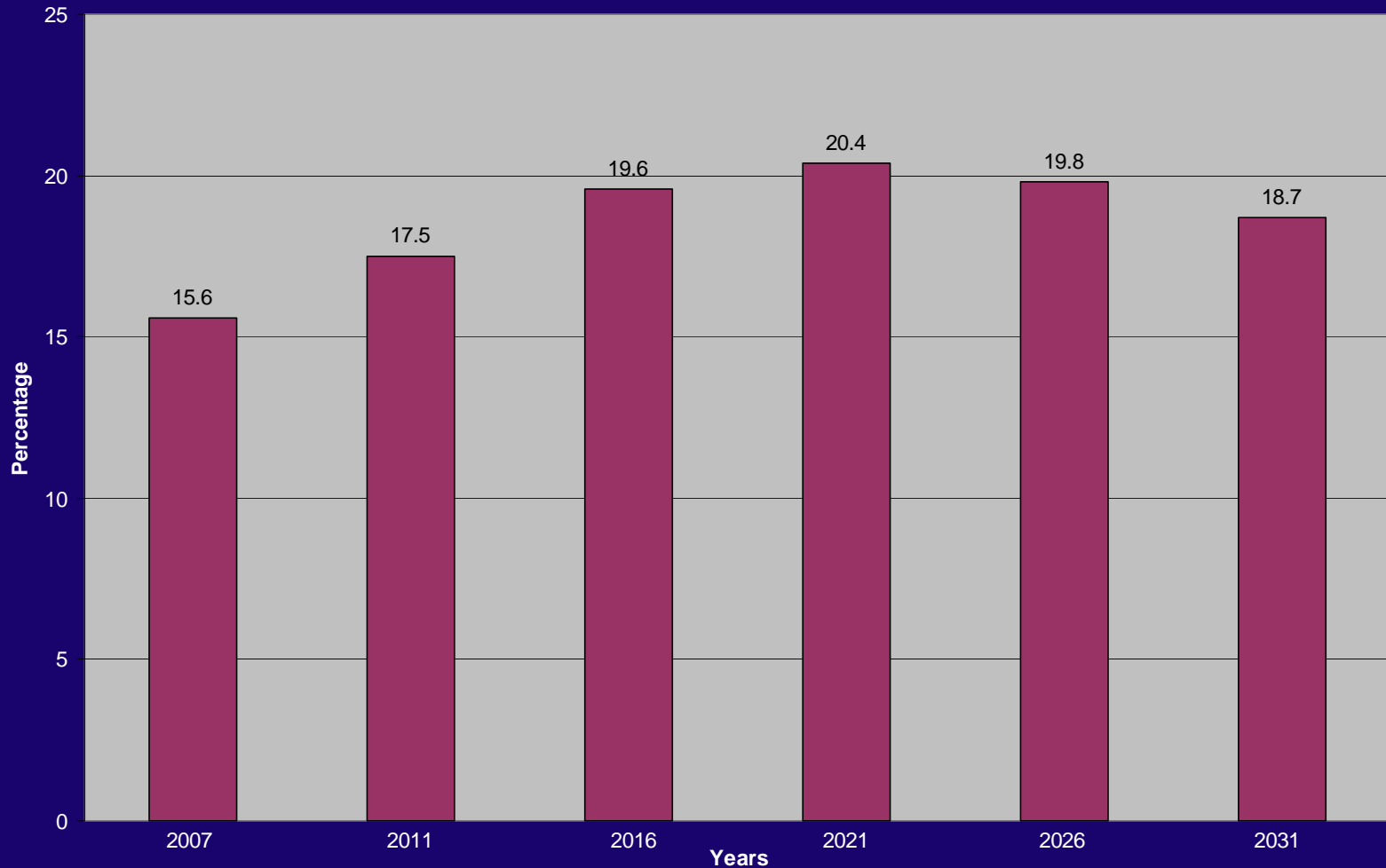
- This is a population that we really do not program – we thought we did but we don't
- We need a business case to get the key decision makers on board
- We need help with communications- what do we call this group, what slogans work, etc.
- We need information, best practices and success stories
- We need to continue working together



Making the Case Document



Projected Number of Canadian Women 55-70 as a Percentage of the Total Canadian Female Population.
Canada, Selected Years 2007 - 2031



Source: CAAWS, 2007. Using data from Statistics Canada, CANSIM, table 051-0001 accessed on January 12, 2008 at <http://www40.statcan.ca/101/cst01/demo10a.htm> and Statistics Canada, CANSIM, table 052-0004 accessed on January 12, 2008 at <http://www40.statcan.ca/101/cst01/demo23c.htm> .



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*





Canadian Association for the
Advancement of Women and
Their and Their's Health

Association canadienne pour
l'avancement des femmes, la
santé et de l'activité physique

www.caaw.ca / caaw@caaw.ca
513-563-5667



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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