



Acknowledgements

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About ALCOA

ALCOA is a national, registered charity, incorporated in 1999. It is a partnership of organizations and individuals with a shared interest in the field of aging. ALCOA envisions a society where all older Canadians maintain and enhance their well-being and independence through a lifestyle that embraces daily physical activities.

Strengths

- National voice for activity and older adults
- Reach to over 1 million older adults through organizational outreach (allied health, universities, older adult organizations, local community centres, etc.) and strong volunteer commitment
- Publisher of quality, evidence based resources for practitioners and older adults

Areas of Emphasis

- Foster communication, collaboration and coordination for active aging amongst its members and other related organizations and individuals
- Facilitate knowledge translation of research to practice related to older adults and active aging
- Promote older adults and active aging as a priority on the political, health and social agendas within Canadian society by conveying consistent, persuasive key messages developed by its members to prominent and influential individuals and organizations

Goals

- To increase public awareness about the benefits of active living throughout the life span, thus enabling older adults to experience, value, and appreciate the importance of physical activity.
- To strengthen delivery systems and improve levels of cooperation, coordination, and communication among organizations with an interest in active living and older adults.
- To identify, support, and share research priorities and results on aging and active living.

