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ALCOA — Quarterly Update
Volume 8, Issue 1, Spring 2012

The Active Living Coalition for Older Adults
Communicating with ALCOA Members

2 New Resources for Diabetes Prevention Programs

Measurement and Evaluation Tools for Community Leaders Offering Primary and Secondary Diabetes Prevention Programs for Older Adults

Your Personal Passport to Healthy Living

The *Passport* primarily focuses on type 2 diabetes

- a self management resource to guide participants along the road to healthier living
- helps inform, educate and motivate older adults
- provides information on the relationship of healthy lifestyle choices and other chronic diseases

Community Leaders Guidebook

The *Community Leaders Guidebook* provides tools and techniques for effective evaluation of your workshop, including additional resources and facilitation tips.

The Passport and the Guidebook are designed to give the Leader the knowledge and skills to help older adults get the greatest possible benefits from your program – and also to assist you in evaluating the effectiveness of your program.

The Passports will be mailed free of charge to Community Leaders – click below for more information & to place your orders *now* for your Fall workshops.

Your Personal Passport to Healthy Living – Now Available

Order your copies today

Your Personal Passport to Healthy Living and the accompanying *Community Leader's Guidebook* may now be ordered on line at the ALCOA website. ALCOA staff, consultants and the volunteer Diabetes Reference Group have worked long and hard to develop these evidence-based resources for community leaders and older adults.

Your Personal Passport to Healthy Living is a self-management tool that has been developed to assist with primary and secondary prevention of diabetes among older adults who have or are at risk of developing Type 2 diabetes. It will help to inform, educate and inspire behaviour change in your participants.

The *Community Leaders Guidebook* will support community leaders who choose to integrate the *Passport* into their current programs. It will provide the leader with support, tips, resources, and of course, lots of evaluation information, templates and suggestions for your programs.

With funding from PHAC, ALCOA is able to provide these resources free of charge to any leader offering a workshop for older adults. Both documents are available in English and French.

For more information on the resources, to view the ALCOA YouTube video and pod cast, and to order your supply of *Passports*, please visit www.alcoa.ca



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Connecting with Members—ALCOA's Strength

ALCOA has recently implemented a new and efficient method to promote our news and resources to ALCOA membership and other interested professionals and older adults. Tonia Hearst, ALCOA's Administrative Assistant, has been very busy building our data base of contacts. The new system, Constant Contact, allows ALCOA to send an e-blast promotional

flyer to the extensive data base of contacts. We then encourage recipients of the e-blast to forward it on to their interested colleagues and members.

We have already received responses from several Roundtable Members that they do forward on the e-blast to other colleagues. This is certainly one of the many strengths of ALCOA. We need and rely on our membership to help us to spread the word about our new resources.

Two e-blasts have been sent to date:

- 👍 New Active Living Tips Resources
- 👍 New Silver Times website

Coming Soon:

- 👍 Your Personal Passport to Healthy Living on-line ordering information
- 👍 Bi-monthly notification of new articles posted on SilverTimes.ca

Please share these resources and e-blast announcements with others. We are dependent on you, if we want to reach the over one million older adults connected to our programs and services.

A Good Source



For Fitness Advice



Active Living Tip sheets from ALCOA based on leading edge research — written in plain and easy to understand language.

3 Experts

M.T. Sharratt, PhD,
Gareth R. Jones, PhD,
Michelle Porter, PhD

3

4 Topics

Heart Health,
Aerobic Fitness,
Strength Training,
& Brain Fitness.

4

7 languages

English, French,
Italian, Spanish,
Punjabi, Simplified Chinese,
and Traditional Chinese

7

Our Success Continues NEW WEBSITE FROM ALCOA

Silver Times

New on line resource for older adults

- research based articles
- easy to read & understand
- promoting active healthy living for older adults
- inspirations & solutions



NOW ONLINE
www.silvertimes.ca
www.bellesannees.ca

“It's never too late to benefit from physical activity.”

Speaking Out about Active Aging

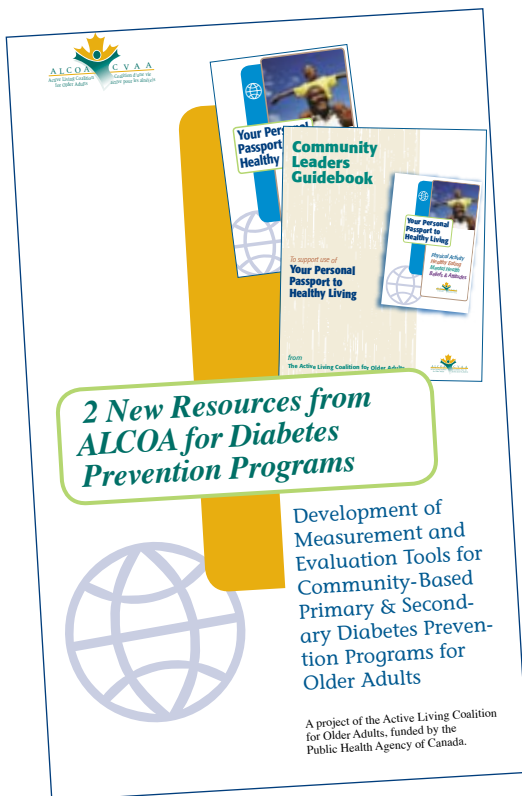
The ALCOA Executive Director has recently had several opportunities to speak to government, professionals and older adults, about the importance of physical activity and the prevention of chronic disease.

Standing Committee on Health: ALCOA was one of several organizations asked to speak at the Standing Committee on Health, on the issues of chronic disease and aging. Our focus was naturally on prevention through active healthy aging. A very timely discussion, as the United Nations General Assembly resolution from the High-Level Meeting of the General Assembly on the Prevention and Control of Non-Communicable Diseases had just reported that “prevention must be the cornerstone of the global response to non-communicable diseases.”

Chronic Disease Prevention Alliance Conference: ALCOA’s abstract submission on the Passport project was accepted for a poster presentation. There were several interested participants at the presentation and we are able to include all the registered delegates into our data base to inform them when the Passport is available. It was an excellent opportunity to meet and connect with 500+ professionals who are all interested in the prevention of chronic disease.

Aging in Peel: This is a community based TV show supported by Rogers TV. ALCOA was asked to speak on the topic of active aging, with their host, Pat Spadafora from the Sheridan Elder Research Centre. The show was aired in mid March and a video link will be on the ALCOA site once it is available. The show was 24 minutes in length and they have asked that we come back for another show in the future.

PARC—Physical Activity Resource Centre Conference: An abstract about the Passport project was recently accepted by the Conference Committee and a 90-minute presentation will be made at this conference in London, ON., on May 15th.



ALCOA Promotional Brochure for the Passport and Leader’s Guide to be distributed at conferences

Grant Submissions and Updates

Pending Proposals

ALCOA has submitted two proposals to PHAC for funding opportunities:

Healthy Living Division

The funding decision was to be made in February; however, there has still been no word at the time of this publication. ALCOA had proposed to use our newly developed Passport resource and create a workshop template for community leaders to implement primary and secondary diabetes prevention workshops. One of the main focal points for the workshop would be the new Physical Activity Guidelines. In a small poll of community leaders, a large percentage indicated that they would consider offering a workshop if they had the right tools and resources.

Canadian Diabetes Strategy, Community Based Programs

In March, ALCOA submitted a proposal to PHAC for their consideration. We have proposed that we would take the Passport resource and make it culturally appropriate for Urban Aboriginal adults. It would be an opportunity to be able to benefit from our work over the past four years and modify the tools to be culturally sensitive to off-reserve Aboriginals. Decisions on these proposals are expected in June 2012.

Successful Proposals

ALCOA did receive \$3500 from Canadian Heritage to assist with 50% of the costs associated with the translation of the Passport and Community Leader's Guidebook. These funds were greatly needed and appreciated, as the documents grew exponentially in size from the original projections.

Unsuccessful Proposals

ALCOA has a high success rate with their proposals, but we are not at 100%. The proposal submitted to the Aboriginal Diabetes Initiative was not accepted, although it was very well received by the reviewers. Seventy proposals were submitted, sixty accepted, and twenty were funded. However, we were able to use the premise of this proposal and resubmit it to PHAC for their new call for proposals.

ALCOA had also put in a request to PHAC to conduct a follow-up evaluation on the Passport over this next year.



Member of Parliament, Dr. Kellie Leitch (left) and ALCOA Executive Director, Patricia Clark, announces Heritage Canada funding for ALCOA.

PROPOSALS continued next page

12,000+ hits on silvertimes.ca

The new ALCOA web sites, silvertimes.ca & bellesannees.ca were launched on March 19th. A press release announcement was distributed across Canada and our report indicates that it was viewed by the press 384 times (EN) and 560 times (FR). Philippe Markon, ALCOA's Treasurer, was interviewed on Radio Ville Marie (91.3 Montréal).

Our web statistics show that after our launch, we have had over 12,000 hits on the site. And it is not just Canadians viewing the site. There are hits from Spain, Poland, Japan, Austria, Great Britain, India, and more.

One of our members, Gisèle Tennant, National Manager-YMCA Health and Wellness/YMCA Canada not only forwarded the information to her colleagues, but she has also placed it on the Y Canada WIKI. She said that this is the best method to reach all her Y colleagues. We send our thanks to Gisèle and to our other members, who are helping to spread the word about this new site.

Please let ALCOA know how and to whom, you are able to promote the site.

Every two weeks there will be a new article posted. We'll send you an email notice through Constant Contact and hopefully you will be able to forward it on to your colleagues, friends and family. Thanks in advance for helping ALCOA spread the word about healthy active aging.

Here are some ideas to help ALCOA promote the new website:

- 🌐 Put a link on your web site. We can give you a small banner ad for your site, or even just the link itself.
- 🌐 Put an ad in your member's newsletters. We can provide you with any size, shape or style.
- 🌐 Post an ad on your bulletin board promoting it to your members. We can give you a poster pdf.

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Although the proposal had merit, the division was not permitted to provide addendum funding, as they had a new solicitation that was just recently announced. Perhaps there will be funding available in another fiscal year, which would allow ALCOA to do a thorough evaluation of the effectiveness and usefulness of the Passport and Leader's Guidebook.

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- Share with doctors, caregivers, healthcare providers and family as desired
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