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ALCOA — Quarterly Update
Volume 9, Issue 2, Fall 2013

The Active Living Coalition for Older Adults
Communicating with ALCOA Members



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Please take note of our new mailing address. The office is in the same location, but Canada Post has changed the postal code.

A letter to our members The Future of ALCOA

With government funding sources becoming scarce, the ALCOA Guardians and staff are diligently working on new revenue sources for the Coalition. Currently ALCOA has funding from Pfizer Canada for the Silver Times website and Green Shield Canada Foundation is supporting the revision and translation of some of the older *Active Living Tips* documents.

Several meetings have been arranged to investigate corporate sponsorship for any one of our many health promotion initiatives. Recently we launched a fundraising campaign, reaching out to members and those individuals and groups who have enjoyed the services and resources offered to them by ALCOA for the past fourteen years. We are hopeful that sufficient funds will be raised over the next few months to allow ALCOA to continue to pursue other project initiatives and sponsors. The Guardians are monitoring the budget closely and have adjusted staffing and other core expenses to keep the operational expenses to a minimum.

ALCOA's resources have always been well received and appreciated by practitioners and older adults. We want to continue to provide evidence-based resources and programs for this very important population who deserve our respect and support.

We look forward to a prosperous and busy new year, but more than ever before, we need the support of our membership to keep the Coalition strong. We know that you believe in the work of ALCOA, and in the importance of healthy active aging. If you have not already done so, we encourage you to please make a personal donation to ALCOA and support the only national charity solely interested in health promotion for older adults. Donations can be made online at www.alcoa.ca

Best wishes for a happy and healthy new year.

Bert Taylor, PhD
ALCOA Chairman

Patricia Clark
National Executive Director



Georgean is flying high—800 metres to be exact—showing her active spirit on her 90+ birthday. Georgean allowed us the use of her photo for our fundraising letter. Thanks, Georgean!

**Please support ALCOA.
Your donations are greatly
appreciated.**

Please click here to donate.

'An Ounce of Prevention'

NEW Donation Campaign

With the assistance and direction from the Guardians, ALCOA has initiated a donation campaign for the Coalition. With government restrictions on future funding, ALCOA must seek out other sources of revenue generation. In addition to continuing our search for corporate support, ALCOA is also seeking support from the members and individuals who support ALCOA and benefit from our health promotion material.

The initial campaign includes a letter sent to 1000 contacts in the ALCOA data base and an email letter sent out to 1100+ contacts through the Silver Times data base. A permanent DONATE button is also on the ALCOA and Silver Times website pages.

We recognize that there are many organizations asking for charitable donations at this time of year, but we hope that members and friends of ALCOA will see the benefit of supporting our work and make a donation to help ALCOA continue to inform, educate, motivate and inspire older adults to pursue a lifestyle of healthy active aging. Our 'ounce of prevention' is most definitely worth more than 'a pound of cure'.

Or as our first donor — anonymous — said, 'I believe that we seniors must stand together while promoting an active life style as the surest way of enjoying the twilight of an earthly life'.

A note from Georgean

Georgean is honoured to be ALCOA's poster Senior. She will celebrate her 95th birthday on January 29th, 2014. She credits her longevity to good genes and the will of God; for which she is truly grateful. Her grandparents moved to Northern Alberta over 100 years ago—true homesteading pioneers. She counts herself "lucky" to have experiences from the "horse with a walking plough" to watching Chris Hadfield broadcast from space.

Her daughter has invited her to spend a month with her and her family again this year in Maui. The next thing on her bucket list is the zip line on the big Island.

"Thank you and all the folks at ALCOA for your great efforts to make life more enjoyable and informative for us, the older generation. We are most appreciative. May the Good Lord bless you all."

Thankfully yours—Georgean Price

Speaking Out

ALCOA continues to be a valued and respected source for information. The office regularly receives requests for interviews and presentations at both the local and national level.

Cyber-Seniors

Recently ALCOA Chairman, Dr. Bert Taylor PhD, and Patty Clark, Executive Director, were asked to be interviewed by The Best Part Inc., a company that creates, develops and produces entertaining and compelling short and feature length films. The firm recently launched the *Cyber-Seniors* documentary about a community-based service project initiated by two Toronto students in 2009. The “documentary feature follows a group of initially reluctant seniors as they discover the wonders of the world-wide-web with the help of teenage mentors. *Cyber-Seniors* is a truly entertaining intergenerational comedy.” You can watch the new trailer at <https://vimeo.com/79319886>.

The 3-minute video with Bert and Patty will be one of a many promotional videos used to support the project highlighting the importance of social connection, brain fitness, and intergenerational activities, all of which are potential end results of the *Cyber-Seniors* program. *The interview video is posted here on YouTube.*

CBC News

In November a research document was released that supported the importance of older adults staying physically active. “People who take up fitness later in life are more likely to ‘age successfully’ and stay healthy compared with those who remain couch potatoes, a large British study finds ... This study supports public health initiatives designed to engage older adults in physical activity, even those who are of advanced age.”

CBC news was interested to know ALCOA’s opinion on government spending targeted towards seniors.

www.cbc.ca/news/health/active-seniors-more-likely-to-age-successfully-1.2439746

Brampton Seniors Fair

In October, Patty Clark spoke at the Flower City Seniors Centre 55+ Information Fair. Several hundred older adults were delegates at the event and learned about the benefits of physical activity and healthy active aging.



Cyber Seniors promotes computer literacy.



Bert & Patty on YouTube.



Active seniors are more likely to age successfully.

Ageing Well Conference

In October, the Older Adults Centre Association of Ontario (OACAO) held their annual conference in Mississauga at which time Patty Clark was asked to speak in one of the sessions about the new *Healthy Living Workshop Tool Kit for Older Adults*. Lecture, videos, handouts, and activities were all part of the presentation, representing the diversity of activities contained within the new Tool Kit. The presentation and resources were well received by the participants in the session.

Public Health Agency of Canada Best Practices

PHAC is planning to do a series of webinars in collaboration with University of Ottawa (CH-NET) involving a panel of speakers who will present on various topics followed by a question and answer period. Their webinar on January 30, 2014 at 1:00pm will be on Lessons Learned from the Diabetes Community-Based Prevention Program, at which time ALCOA will make a 10–15 minute presentation on our recent *Healthy Living Workshop Tool Kit for Older Adults*. The free webinar is now posted, and is accepting registrations at www.chnet-works.ca.

Canadian Personal Trainers Network Conference

In May 2014, Patty will make a presentation to the delegates at the annual CPTN conference. She will be speaking about the recent research as it relates to physical activity and the prevention/management of chronic diseases and how to encourage positive lifestyle changes in an older individual.



Carol Miller

Our thanks to Carol Miller

We send our sincere thanks and gratitude to Carol Miller for her contributions and ongoing support of the Guardians and the Coalition. Carol is the Project Manager, Practice and Policy, for the Canadian Physiotherapy Association, and has been a Guardian for ALCOA since 2008. Her work commitments this year prevented Carol from fulfilling her third and final term of office on our Board. For five years, Carol has been an active board member, supporting and promoting ALCOA to her constituents and abroad.

On behalf of all members of ALCOA, we thank you Carol for your time and effort that you have given to our Coalition.



Brenda Hadju, Executive Director

Brenda has spent much of the past 15 years advising small and mid-sized organizations, in both the private and non-profit sectors, on a broad array of organizational, marketing and public relations strategies, including brand identity, advertising, media, community engagement and best practices. Throughout her career, Brenda's efforts have garnered awards for customer service excellence, public relations, website design and brand innovation.

In her current position, at COF, Brenda focuses her energies on helping the hundreds of thousands of Canadians facing bone and joint disorders cope with their orthopaedic treatment, surgical journey and return to mobility. Under her leadership, the Foundation has expanded its multi-channel educational resource portfolio six-fold for orthopaedic patients, reaching and helping more than 120,000 Canadians each year.

During her spare time, Brenda spends time with her husband and two young children. She enjoys a wide range of outdoor sports, community activities and family outings.

The Canadian Orthopaedic Foundation/ Fondation Canadienne d'Orthopédie

What 206 things do you need for a lifetime of activity? Your bones, plus the muscles and joints that keep you on the move! The Canadian Orthopaedic Foundation is Canada's only charity dedicated to helping people build, maintain and restore their bone and joint health. Through its professional staff and network of over 500 volunteers, the Foundation raises funds for orthopaedic research, public education, and improvements to delivery of care.

Bone and joint disorders have an astounding impact. According to the latest figures, the direct costs are about \$2.5 billion (hospital and nursing home care, drugs and health professionals). The indirect costs (lost productivity, long-term disability) are much higher, at least \$18 billion. It is the personal cost that is most devastating: pain, inactivity, loss of mobility and independence.

By providing information and education to the public, and through support such as Ortho Connect /Connexion Ortho, and their telephone-based peer support program, the Foundation helps people to prevent the reasons orthopaedic surgery becomes necessary and to become active participants in their health and care. Whether building bone and joint health or recovering from surgery, and everywhere in between, the Canadian Orthopaedic Foundation helps to keep Canadians moving.

For more information, call 1-800-461-3639 or visit:
www.canorth.org



Leaders Tool Kit and Guideline Posters Well Received

In October, ALCOA completed the PHAC funded project to produce the *Leaders Tool Kit for Healthy Living Workshops for Older Adults*. To date we have shipped out over 2000 Passports to 50+ Leaders in Canada, who will be offering healthy living workshops in the winter months ahead.

All the documents are available on the ALCOA website www.alcoa.ca/e/healthy-living.htm and may be downloaded for free.

We are grateful to the Public Health Agency of Canada for the 14-month contribution agreement. This allowed us to develop the healthy living workshop template and to promote the new *Canadian Physical Activity Guidelines for Older Adults—65 Years & Older* developed by CSEP.

You can easily download and post or distribute the new CPAG posters developed by ALCOA from our site www.alcoa.ca/e/healthy-living/posters.htm. The posters are available in French and English, come in a variety of format sizes, b&w and colour, varying text messages, and different images to suit the needs of the community and the older adults. Please do visit the site and download the posters to share with your clients and members.



Canadian Physical Activity Guidelines For Older Adults—65 Years & Older

To achieve health benefits, and improve functional abilities, adults aged 65 years and older should accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.

It is also beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days per week.

Those with poor mobility should perform physical activities to enhance balance and prevent falls.

More physical activity provides greater health benefits.

Let's talk intensity!

Moderate-intensity physical activities will cause older adults to sweat a little and to breathe harder. Activities like: Brisk walking, Bicycling

Vigorous-intensity physical activities will cause older adults to sweat and be "out of breath". Activities like: Cross-country skiing, Swimming

Being active for at least 150 minutes per week can help reduce the risk of: Chronic disease (such as high blood pressure and heart disease), Premature death

And also help to:

Maintain bone health	Maintain functional independence	Improve fitness
Maintain mental health & feel better	Maintain mobility	Improve or maintain body weight

Pick a time. Pick a place. Make a plan and move more!

Go for a brisk walk around the block after lunch

Take a dance class in the afternoon

Take up a favourite sport again

Go for a nature hike on the weekend

Join a community urban, pool or mall walking group

Train for and participate in a run or walk for charity

Be active with the family! Plan to have "active reunions"

Take the dog for a walk after dinner

Now is the time to be active and participate. Embrace life.

CSEP | SCPE
www.csep.ca
www.alcoa.ca
www.silvertimes.ca



Canadian Physical Activity Guidelines For Older Adults—65 Years & Older

Physical activity makes you healthier. Following these guidelines helps you live longer.

To achieve health benefits, and improve functional abilities, adults aged 65 years and older should accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.

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www.silvertimes.ca

Based on the guidelines from the Canadian Society for Exercise Physiology. Production of this promotional material has been made possible through funding from the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

Here is what some of our participants had to say

"This is the most informative program that I have been enrolled in."

"I am definitely more focused on trying to live a healthy life."

"Overall, a great program – if rated out of 10, then I would give it a 10 – very positive program."

More Active Living Tips to be available in 7 languages

In 2011 ALCOA received funding to revise and translate 4 of the *Active Living Tips* documents. In the fall of 2013, ALCOA received \$25,000 from the Green Shield Canada Foundation which will allow us to revise two or three more Tips resources.

Dr. Mark Speechley PhD, has agreed to revise his 2002 document *Preventing Falls in Older Adults*.

Dr. Shanthi Johnson PhD, will revise her 2003 document *Healthy Eating and Regular Physical Activity: A Winning Combination for Older Adults*.

Once revised, the ALCOA Research Committee will review and provide additional comments back to the researchers for their consideration. By the spring of 2014, the final resources will be available on the ALCOA website and in hard copy. They will be printed in English, French, Italian, Spanish, Punjabi, Simple and Traditional Chinese.

Stats Canada indicates that there are over 1 million older adults in Canada who do not speak English or French as their first language in their homes. Many of these older adults will now have the opportunity to access our health promotion literature in a clear simple format and in a language that they understand.

ALCOA is sincerely grateful to the Green Shield Canada Foundation for their financial contribution to this very worthwhile project.

★ Best wishes for 2014 ★

On behalf of the ALCOA Guardians and staff, we would like to extend our sincere appreciation to our members for your support over the past year and for many members, for the past fourteen years. We all believe in the importance of staying active for healthy aging and we would like to wish you all good health and happiness for the new year. May we all prosper and continue to support our vision of all older Canadians leading an active healthy lifestyle.

ਬੁਜ਼ਰਗਾਂ ਲਈ ਸਰਗਰਮ ਜ਼ਿੰਦਗੀ ਦੇ ਸੁਝਾਅ

ਬੁਜ਼ਰਗਾਂ ਲਈ ਐਰੋਬਿਕ ਤੰਦਰੁਸਤੀ

ਗੈਰੇਥ ਆਰਜੂ ਜੋਨਸ (Gareth R. Jones), ਐਰੋਬਿਕਸੀ, ਸੀਮਾਬੰਦੀ-ਜੀਵਿਤੀ ਅਧਿਐਨ ਪ੍ਰੋਫੈਸਰ, ਕ੍ਰਾਊਚਰ ਡਿਪਾਰਟਮੈਂਟ, ਮੈਕਮਾਸਟਰ ਯੂਨੀਵਰਸਿਟੀ

ਵਿਦਵਾਨ, ਪ੍ਰਮੁੱਖ ਖੋਜ ਨਾਇਬੀਓ ਆਈ ਯੂਵਰਲੈਂਡ ਲੈਬ ਦੇ ਸਹਾਇਕ ਸਰਗਰਮੀ ਡਾਕਟਰ

ALCOA C.V.A.A. Active Living Coalition for Older Adults

老年人積極生活小站

腦適能：與體適能一樣重要

M.T. Sharratt 哲學博士
Schlegel 滑鐵盧大學老年化研究所執行主任
滑鐵盧大學應用健康科學學院名譽退休教授

實際的前沿研究結果適用於老年人的體育活動

ALCOA C.V.A.A. Active Living Coalition for Older Adults

Welcome New ALCOA Guardians

At the ALCOA AGM in the fall, the membership voted in the new Guardians who will oversee the Coalition for 2013-14. All of the individuals bring with them a wealth of knowledge and expertise which will help to guide the organization for this next year.

Bill Krever — Past Chairman

President and CEO, Better Living Health & Community Services
Toronto, ON

Bert Taylor, PhD — Chairman

Professor Emeritus, Faculty of Health Sciences at U. of Western
Ontario
Oro Station, ON

Rosanne Prinsen — Vice Chair

Resource Coordinator, Alberta Centre for Active Living
Edmonton, AB

Philippe Markon, PhD — Treasurer

Professor Emeritus, University of Québec
Ste-Famille, QC

Jim Hamilton — Secretary

Associate Director, University of Manitoba Centre on Aging
Winnipeg, MB

Jim Evanchuk

Executive Director, ALCOA Manitoba
Winnipeg, MB

Brenda Hadju

Executive Director, Canadian Orthopaedic Foundation
Stoney Creek, ON

Mary MacLellan

Coordinator, Pictou County Council of Seniors / Outreach
Stellarton, NS

Peter Nordland

President, Canada 55+ Games
Cornwallis Park, NS

Holly Schick

Executive Director, Saskatchewan Seniors Mechanism
Regina, SK