

ALCOA ANNUAL REPORT 2003/2004

The Active Living Coalition for Older Adults (ALCOA) envisions a society where all older Canadians are leading active lifestyles thereby contributing to their physical and overall well-being.



ALCOA Roundtable Member Organizations



Active Living Alliance of Canadians with a Disability
Alberta Centre for Active Living
Canadian Academy of Sport Medicine
Canadian Association for the Advancement of Women and Sport
Canadian Association of Cardiac Rehabilitation
Canadian Association for Community Care
Canadian Association of Occupational Therapists
Canadian Centre for Activity and Aging
Canadian Institute of Planners
Canadian Physiotherapy Association
Canadian Red Cross Society
Canadian Seniors Games Association
Canadian Society for Exercise Physiology
College of Family Physicians of Canada
Fondation en Adaptation Motrice
Institute for Positive Health for Seniors
Manitoba Cardiac Institute
Older Adult Centres' Association of Ontario
Ontario Coalition of Senior Citizens Organizations
Osteoporosis Society of Canada
Saskatchewan Seniors Mechanism
VON Canada
YMCA Canada

** photographs: courtesy of Health Canada*

Chair's Report 2003/04

ALCOA envisions a society where all older Canadians are leading active lifestyles, thereby contributing to their physical and overall well-being. In view of the demographic changes that Canada is experiencing, and will experience, ALCOA's vision is as important as ever.

In 2003/04 ALCOA faced new challenges. ALCOA needed to adapt to the reduction in funding and new governmental policies on budget management. Thanks to our members, partners and staff, and their support of the Executive decisions, ALCOA accomplished all of its objectives this year.

Over the past year the Active Living and Diabetes three-year project was successfully completed. This project shows how ALCOA has dedicated partners. The committee was able to give input into a very demanding project with volunteer and consultant co-ordination across the country. Their work with the Canadian Diabetes Association and the Dieticians of Canada shows how our coalition can work at the grassroots level. An obvious sign of this high quality work was the additional funding from Health Canada for more dissemination. In 2004/05 we will also be doing activities for this project.

The Speaker's Bureau made major progress in the past year. Aside from training volunteers across the country and preparing a high quality presentation, ALCOA was able to refine the approach to dissemination. In March 2004, a meeting with members and other organizations gave us an opportunity to discuss different approaches, and in the future it will be much easier to reach the grassroots level.

This year, Research Updates on healthy eating and Alzheimer disease were produced. Those involved in the process of producing the publication know that it can be very demanding. Aside from completing the expected outcome, the Research Committee was able to choose the next two issues for 2004/05. This high quality product is very marketable and ALCOA was able to get sponsorship

from Merck Frosst for a special issue on arthritis. Again, our partnerships were a key foundation to build from. We will be launching this new publication at the 6th World Congress in London, Ontario.

Due to financial restrictions, the in-person meetings have been severely reduced this year. My concern is that we may lose the synergies created by such meetings. Fortunately, ALCOA Guardians and other volunteers understand the situation and still are giving ALCOA very strong support.

ALCOA is now recognised as the leader in promoting physical activity and ageing. For example, by invitation, we participated in many forums advocating healthy living. Also, we met with the Minister of Sport, members of parliament, senators and public employees to express our concern and promote our mission. These kinds of interactions need to continue in order to project ALCOA's position.

As the chair, I must especially thank the Executive for their involvement throughout the year in so many different aspects of the organization. We had four in-person meetings and more than twenty conference calls. Added to this, it is impossible to recognise the high quality, dedication and performance of our staff. We were not looking behind, and are positive about the future of ALCOA.

For the coming year, the financial aspect will be a serious concern along with keeping the synergies of our partners. Although we can see a bright future, we will need passion and confidence in our mission. I have a strong belief in the continued development of ALCOA and it is a privilege to be with all the people and organizations involved in the coalition.



Philippe Markon

Executive Director's Report



ALCOA's uniqueness stems from the nature of its mission and extends to many aspects of ALCOA's work. Take for example the concept of producing a publication that presents leading edge research in plain language. The aspiration to produce such a publication would certainly not be unique but the ability to consistently and successfully fulfill this aspiration would be uncommon. Uniqueness comes in not only successfully producing such a publication, but producing each issue with more than 200 hours of volunteer input from academicians and experts. This is what makes the ALCOA Research Update a distinctly unique publication.

This kind of meaningful engagement of ALCOA members and partners is what sets ALCOA apart and what has been, and will be, the foundation of our success.

ALCOA faced several challenges during the course of the year but was able to put in place strategies and actions that helped surmount the challenges.

The major challenges we faced included a reduction of almost 30% in our total funding for the year and a delay of almost three months in receiving the major portion of our funding. Also, due to a change in policy, ALCOA was not able to retroactively apply funds, which had been received late, to the beginning of the year. The delay in funding resulted in ALCOA having to accomplish almost a full year's plan of activities in 9 months and the non-retroactive application of funds resulted in an unforeseen reduction of some of our reserve fund. ALCOA also had to

contend with the lingering effects of high turnover at the Executive Director position in early 2003.

In the space of a year ALCOA was able to finalize new funding from Merck Frosst, obtain additional funding from the Canadian Diabetes Strategy/Health Canada, and submit three strong proposals for funding to three different government funding streams. By the end of the year we had successfully completed the Research Update Project, the Speakers' Bureau Project, and the Diabetes Project.

This year, ALCOA, through participatory and innovative thinking, identified two new areas for future initiatives. One new area is improving the health of older, old adults (80+ years), and the other area is combating ageism.

We were also able to develop a new template for project design and member engagement; redesign and update the website; play a role in the formulation of Health Canada's Healthy Living Strategy and participate in the process of revising Canada's Food Guide to Health Eating.

The success we achieved this year was due to the role of the Executive Committee; the contribution of the Guardians; the input of the ALCOA committees; the involvement of the Roundtable members; the participation of ALCOA partner organizations; and the support of Health Canada.

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The ALCOA Diabetes Project

This project is advised by the ALCOA Diabetes Project Advisory Committee.

Members of the Committee are:

Margaret Barbour (Chair), Manitoba Cardiac Institute

Frank Bellamy, Saskatchewan Seniors Mechanism

Louise Beaton, Canadian Association of Occupational Therapists

Barbara Black, Canadian Pensioners Concerned

Susan Good, Canadian Diabetes Association

Jacquelyn McKenzie, Dietitians of Canada

Keiko Miki, Canadian Ethnocultural Council

Val Nielsen (Chair), ALCOA Older Adult Advisory Committee

Timothy Fairbank, Alberta Centre for Active Living



This year ALCOA was able to complete several important elements of this Health Canada/Canadian Diabetes Strategy (CDS) funded project. ALCOA was also able to obtain additional funding from CDS at the end of the year for printing additional project resources.

At the end of the previous year ALCOA had finished the designing and printing of the Be Active Eat Well guides. This year ALCOA was able to effectively distribute over 14,000 copies of the Be Active Eat Well guides across Canada.

Developing on the guides, ALCOA prepared a 20 minute presentation for small groups of older adults. This bilingual presentation talked about the benefits of active living and healthy eating, with special reference to type 2 diabetes. The presentation was pilot tested in June 2003 and 95% of participants at the pilot presentation said that they were planning on being more active as a result of this presentation; 74% said they were thinking of adjusting their eating habits.

Effective train-the-trainer sessions were conducted in June 2003. The train-the-trainer sessions were conducted in the Eastern, Central and Western parts of Canada. The first session was conducted in Winnipeg, Manitoba, on June 7, 2003. This was followed by a session in Moncton, New Brunswick, on June 21, 2003 and the final session was held in Toronto, Ontario, on June 28, 2003. Fifty-five individuals attended these sessions.

ALCOA was able to reach communities in Ontario, Alberta, New Brunswick, Newfoundland, Manitoba, Nova Scotia, Saskatchewan, Quebec, and PEI with the Be Active Eat Well presentation.

In September 2003, through the ALCOA Listserve, ALCOA electronically disseminated an ActiveAge issue entitled "The Role of Physical Activity in the Management and Treatment of Type 2 Diabetes." This 1600-word issue was authored by Dr. N.W. Rodger, MD, FRCPC, CDE. Dr. Rodger is a Professor of Medicine in the Division of Endocrinology at the University of Western Ontario.

The ALCOA Speakers' Bureau Project

This project is advised by the ALCOA Speakers' Bureau Committee.



Members of the Committee are:

Val Nielsen (Chair), ALCOA Older Adults Advisory Committee

Gabriel Blouin, Institute of Positive Health for Seniors

Joyce Young, Older Adults Advisory Committee

Margaret Barbour, Manitoba Cardiac Institute

Bill Krever, Older Adult Centres' Association of Ontario

Jack Brownell, Canadian Seniors Games Association

Chris Peacock, VON Canada

Timothy Fairbank, Alberta Centre for Active Living

The ALCOA Speakers' Bureau enables ALCOA to extend its outreach at the grassroots level. The Speakers' Bureau primarily aims at using volunteer presenters to give presentations to older adults on healthy living and active aging.

ALCOA was able to synthesize its presentation material on active living, healthy eating and disease prevention, to produce a presentation that was in step with the emerging Healthy Living Strategy of Health Canada. The presentation is available in both English and French.

ALCOA provided Speakers' Bureau trainers and coordinators orientation on the new presentation material. The trainers were successful in recruiting and training speakers and launching the community presentations. At the present time, ALCOA has over 100 speakers. These speakers cover Ontario, Alberta, New Brunswick, Newfoundland, Manitoba, Nova Scotia, Saskatchewan, Quebec, and PEI. The

speakers have given over 150 presentations across Canada. Based on a randomly selected sample of the presentations it was shown that over 94% of the participants rated the presentation as either "Excellent" or "Good."

The speakers and trainers represent the Saskatchewan Seniors Mechanism, Regina, Saskatchewan; Alberta Center for Active Living, Edmonton, Alberta; PEI Seniors Citizens Federation, PEI; Healthy Active Living, New Brunswick; Canadian Center for Activity and Aging, London Ontario; Manitoba Cardiac Institute / Reh-fit Centre, Winnipeg, Manitoba; Manitoba Hindu Seniors, Winnipeg, Manitoba; ElderActive Recreation Association, Whitehorse, Yukon; Osteoporosis Society of Canada, Toronto, Canada; Senior's Resource Centre Association of Newfoundland and Labrador, St. Johns, Newfoundland; ALCOA in Manitoba, Winnipeg, Manitoba; Older Adults Centres Association of Ontario, Brampton, Ontario; and others.

The ALCOA Research Update Project

This project is supported by the ALCOA Research Work Group.

The members are:

Michelle Porter (Chair), CSEP /
University of Manitoba

Denis Drouin, Fondation en
Adaptation Motrice

Gareth Jones, CCAA /
University of Western Ontario

Philippe Markon, University of Quebec
(Chicoutimi)

Mike Sharratt, University of Waterloo

Don Wackley, Ontario Coalition of Senior
Citizen Organizations

One of the major projects that ALCOA undertook this year was the production and dissemination of the ALCOA Research Update. The ALCOA Research Update takes leading edge research and presents it in plain language.

The topics that were covered as part of this year's funding were:

“Healthy Eating and Regular Physical Activity: A Winning Combination for Older Adults” (Issue 6), by Shanthi Johnson, Ph.D, PDt.

“Exercise Programming for Alzheimer Disease and Related Dementias” (Issue 7), by Elizabeth Lusk, Stephanie Luxton and Denise Connelly, Ph.D.

The Research Work Group also selected the following two topics for next year's Research Updates:

- “Cardiac Health and Physical Activity”, to be written by Mike Sharratt
- Psychosocial factors and physical activity for older adults (Ageism)

The Research Work Group assisted with the initial structuring of the new Research to Action special issue on “Arthritis, Physical Activity and Medication.” This publication, which is to be primarily sponsored by Merck Frosst, is based on the design of the ALCOA Research Update.

This publication is an important avenue for new funding for ALCOA and will contribute to broadening the funding base of the organization.

ALCOA was also able to conduct evaluations of the Research Update issues in this year.



The Blueprint Evaluation Committee

The Blueprint Evaluation Committee looks at evaluating the implementation and progress on the *Blueprint for Action for Active Living and Older Adults*.



Members of the Committee include:

Denis Drouin (Chair), Fondation en Adaptation Motrice

Don Wackley, Ontario Coalition of Senior Citizens Organizations

Bill Turney, Active Living Alliance of Canadians with a Disability

Darene Toal-Sullivan, Canadian Association of Occupational Therapists

The Blueprint Evaluation Committee met through a conference call to look at the priorities and goals that were identified in the Blueprint. The Committee's report to the Guardians precipitated the possibility of going back to the organizations that had participated in the preparation of this document to see how they had utilized it and how the work of the Blueprint could be developed upon.

The Older Adults Advisory Committee (OAA)

The OAA is a standing committee of ALCOA and they bring the perspective and concerns of older adults to the ALCOA Guardians.



The members of the OAA are:

Val Nielsen (Chair), British Columbia

Philip Joseph, Ontario

Oleh Romaniw (Vice Chair), Manitoba

Bill Turney, New Brunswick

Dr. Monique Camerlain, Quebec

Joyce Young, Yukon

The OAA met in-person in Ottawa from May 30 to June 1, 2004. This meeting gave the OAA members an opportunity to network with Roundtable Members who were there for the AGM. The OAA also held two conference calls during the year.

The OAA recommended that a Research Update issue on arthritis was needed and suggested that ageism, and the health of older old adults, are areas that could be explored by ALCOA.

The Membership Committee

The Membership Committee advises the Guardians on membership related issues.



The members of this committee are:

Michelle Porter (Chair), Canadian Society for Exercise Physiology

Linda Kremer, Canadian Physiotherapy Association

Val Nielson, ALCOA Older Adult Advisory Committee

Jack Brownell, Canadian Senior Games Association

In an increasingly difficult funding environment, it was decided that ALCOA will not actively seek new members. This decision was driven by the need to keep costs low. However, new members would be accepted in the Corresponding Member category, since membership in this category does not come with the same high costs that are associated with Roundtable membership.

Overall the number of Roundtable members reduced from 24 to 23, as National Indian Inuit Community Health Representative's Organization (NIICHRO) decided not to renew their membership.

Membership in ALCOA is not a limiting factor when it comes to partnering with organizations to promote the health of older adults. ALCOA was able to meet and discuss with NIICHRO on possible venues for collaboration in the future, and ALCOA collaborated with several non-member organizations during the course of the year. These partner organizations included the Canadian Diabetes Association, Dietitians of Canada, Canadian Ethnocultural Council, Canadian Pensioners Concerned, PEI Seniors Citizen's Federation, Retired Teachers of Ontario, among others.

The Membership Committee revised the application forms for membership. The changes included some editing as well as asking for additional information about the mission of the organization; the membership of the organization (numbers, etc.); and the location of delivery of programs or services. The work of the committee was accomplished through two conference calls and by email.

It was decided after much discussion that new membership categories are not needed at this time.

The committee also reviewed the Bylaws of ALCOA and suggested a change in the bylaws relating to Corresponding Members. The changes will be discussed at the AGM.

At the committee's request a member of the Executive of ALCOA was asked to join the Membership Committee. Jack Brownell kindly volunteered for this position.

Two new Corresponding Members were recommended for approval: Retired Teachers' of Ontario and the Physical Culture Association of Alberta.

The Policy and Issues Committee

The Policy and Issues Committee advises the ALCOA Guardians on selected issues that are of consequence to the organization.

The members of this committee include:

Jack Brownell (Chair),
Canadian Senior
Games Association

Margaret Barbour, Manitoba
Cardiac Institute

Don Wackley, Ontario
Coalition of Senior
Citizens Organizations

Pat Hunt, Canadian
Association for Advancement
of Women and Sport

Chris Peacock,
VON Canada

The Policy and Issues Committee felt that one major issue facing ALCOA was keeping members “in the loop” and involved in a meaningful manner. The committee also felt that even though the in-person meetings are expensive, they are very important. The committee recommended that ALCOA members should be approached in the immediate future to discuss strategies to service their membership priorities.

The Corresponding Member category was discussed and agreement was reached that this area can and should be expanded. The service obligation level for this non-voting category is lower and additional members will strengthen ALCOA's reach.

First Nations should be represented and an effort to keep them involved in

some manner was deemed important.

Due to cut-backs in funding, teleconferencing should be examined as a viable form for holding the AGM.

Uncertainty of core funding from Health Canada for Forum host communities has delayed the negotiations with a prospective future host site. Therefore this issue should be put on hold pending future funds being available.

The committee felt that strategies to find additional funding sources for the ongoing operational costs of ALCOA should be a priority. The committee felt strongly that unless additional operational funding sources can be acquired ALCOA's very existence could come into question.

Corporate and Public Relations

This Committee advises the Guardians on developing corporate and public relations.

The members of this committee are:

Oleh Romaniw (Chair), Canadian
Ethnocultural Council

Monique Camerlain, Older Adults Advisory
Committee, Quebec

Philippe Markon, Quebec

Tina Atva, Canadian Institute of Planners

The Committee met once through a conference call to discuss possible options for fundraising. The committee agreed that a tailored approach with different possible corporate partners is required to progress any fund raising initiative.

The Nominations Committee

The Nominations committee recommends Guardians to the ALCOA members.

The members of this committee are:

Frank Bellamy (Chair), Saskatchewan Seniors Mechanism

Nancy Ecclestone (Past Chair of ALCOA)

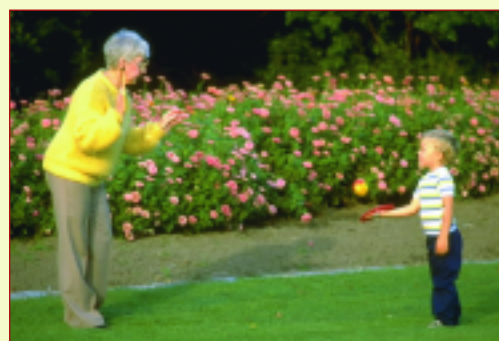
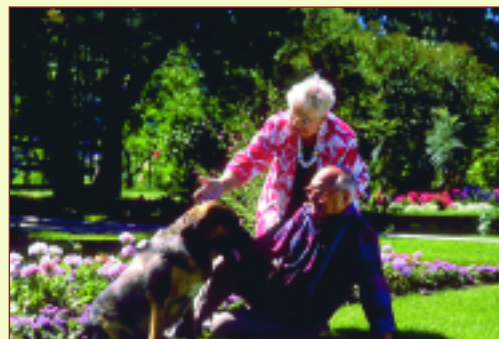
Oleh Romaniw, Canadian Ethnocultural Council

Jack Brownell, Canadian Seniors Games Association

Bill Turney, Active Living Alliance of Canadians with a Disability

The following recommendations were made by the Committee:

- Guardians from national organizations, regardless of where their head office is located, should be looked at as representing all of Canada.
- While national geographical location of Guardians should be a factor, needed expertise should also be considered in order to provide advice when needed on relevant issues.
- The names of persons not yet appointed should not be published in the minutes.
- Given the current trend for reduced funding from Health Canada, the need for expertise in funding could become a real imperative in selection.
- Prior to nomination for a second term, a request should go to the board of the Guardian's organization to see if the present Guardian is still the person who will be representing them.
- The letters used in the nomination process need to be revised.
- That under Terms of Office, all nominations would be for a two year term.
- That while excellence should not be sacrificed for geographic representation, Guardians from across the country should be sought.



The ALCOA Executive

Philippe Markon - Chair

Ste. Famille, Quebec

University of Quebec (Chicoutimi)

Margaret Barbour - Treasurer

Manitoba Cardiac Institute

Winnipeg, Manitoba

Jack Brownell - Vice Chair

Canadian Senior Games Association

Quispamis, New Brunswick

Gabriel Blouin - Secretary

Institute for Positive Health for Seniors

Ottawa, Ontario

The ALCOA Guardians

Philippe Markon - Chair

University of Quebec (Chicoutimi)

Ste. Famille, Quebec

Gareth Jones

Canadian Centre for Activity and Aging

London, Ontario

Margaret Barbour

Manitoba Cardiac Institute

Winnipeg, Manitoba

Val Nielsen

Older Adults Advisory

Surrey, British Columbia

Frank Bellamy

Saskatchewan Seniors Mechanism

Regina, Saskatchewan

Chris Peacock

VON Canada

Ottawa, Ontario

Gabriel Blouin

Institute for Positive Health for Seniors

Ottawa, Ontario

Michelle Porter

Canadian Society for Exercise Physiology

Winnipeg, Manitoba

Jack Brownell

Canadian Seniors Games Association

Quispamis, New Brunswick

Oleh Romaniw

Older Adults Advisory

Winnipeg, Manitoba

Denis Drouin

Fondation en Motrice

Saint-Augustin-de-Desmaures, Quebec

Don Wackley

Ontario Coalition of Senior Citizens Organizations

Toronto, Ontario

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Osteoporosis Society of Canada

Saskatchewan Seniors Mechanism

VON Canada

YMCA Canada

ALCOA Corresponding Members

City of Regina

Co-operative Housing Federation of Canada

Cummings Jewish Centre for Seniors

Federal Superannuates National Association

Retired Teachers' of Ontario

Senior's Resource Centre Association of Newfoundland and Labrador



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