

ALCOA

annual report 2004/2005

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active living coalition for older adults





ALCOA Roundtable Member Organizations 2004/05

Active Living Alliance for 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 Senior Games Association
Canadian Society for Exercise Physiology
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



Chair's Report 2004/05



ALCOA is the national leader in promoting healthy ageing through active living. With demographic changes among the Canadian population and the scientific evidence available, the issue of active living is more important than ever. Although, on a daily basis, are there any older adults that forget to be physically active? Unfortunately, the answer is yes. Even though the vast majority of Canadians believe in the importance of active living still the gap between action and motivation is not equal for every one. Moreover, social and health discrepancies can increase the gap. ALCOA has an important role in these issues and this year ALCOA was quite successful in addressing many of these concerns.

A coalition means partnership and synergies. This year we truly were able to work with experts from all across the country. For example, 15 ALCOA Roundtable members participated in ALCOA committees. If we add Corresponding members, Corporate members and individuals representing other organizations, we had 26 different volunteers on committees. This gave ALCOA an opportunity to involve many individuals dedicated to active ageing. Furthermore, by including participation in the ALCOA training or including the Spectrum 2005 meeting, we can increase the number of organizations involved in this year activities to 35. Not to forget, many organization or individuals participated in two or more activities.

ALCOA is grateful to all those who were involved in our projects. This makes our outreach successful and is the result of teamwork. Imagine the time that was dedicated for the meetings and their preparation in this year.

Without any doubt, ALCOA has been able to attract many highly qualified Canadians in the promotion of active ageing.

Through the participation of its members, ALCOA was able to continue projects from previous years, such as the Diabetes Project, Membership, ALCOA Older Adult Advisory, Research Update, etc. ALCOA undertook new projects on ageism, older old adults, arthritis and ageing, and a calendar in partnership with Osteoporosis Society of Canada and Merck Frosst. Also, ALCOA can be proud for it's participation at the 6th World Congress in London, Ontario; at the launching of the Research to Action issue on Aging, Arthritis and Active Living, by Doctor Monique Camerlain; the meetings with ministers, members of parliament, program directors at Health Canada; and, the Spectrum 2005 meeting. Finally, for the ageism project, ALCOA received a donation from Merck Frosst.

As the Chair, I find it difficult to fully express my gratitude to ALCOA. I had a rare opportunity to work with so many people truly dedicated to the health of older adults. Thank you to all those who participated in ALCOA's projects, especially the Guardians and the Roundtable members. Each one of us can be proud of the results. The Executive Director and his team need to be congratulated on another very successful year. Finally, to the other members of the Executive Committee - Margaret Barbour, Jack Brownell, and Gabriel Blouin, I must admit, we made a great team - open minded, available and concerned.

Philippe Markon, Ph.D.



Executive Director's Report

This year ALCOA was able to refine the thrust of its future strategy by redelivering excellent results on projects that have been the cornerstones of our past success (such as the Research Updates), and by establishing a solid foundation of successful project results in areas that are new to us (such as reducing ageism).

ALCOA continued to contribute to making research more accessible by publishing two issues of the Research Update and by publishing the first issue of the Research to Action. The Research Update's topics included reducing ageism and reducing cardiovascular disease. The new Research to Action publication built on the Research Update design and looked at reducing the effects of arthritis through active living and appropriate medication. This year ALCOA was able to cumulatively distribute over thirty one thousand copies of the Research Updates and the Research to Action issue.

There is an important multifaceted diversity that exists within the older adult population of Canada and oftentimes this area does not receive the attention that it deserves. This year ALCOA progressed with addressing one aspect of this diversity by looking at age related differences within the older adult population. Health Canada's CHS in 2000 showed that there were 2.99 million Canadians in the age group 65 and older and 29% of them were 75 years or older. A sizeable proportion! In the 75+ age group 63% are "physically inactive." The ALCOA project was premised on the fact that active living for someone in their 60s is generally very different from active living for someone in the 80s. As part of this project, ALCOA designed a peer-delivered community presentation to help promote active living for the 80+ and conducted a train-the-trainer program for training speakers.

Reducing barriers to equitable participation was another new area for ALCOA. Age discrimination exists and there is documentation of such discrimi-

nation in employment, income levels, access to education, and access to services. Stereotyping older adults can also inhibit their participation in active living. The results of the ALCOA project on ageism included publishing an important report on overcoming ageism in active living.

The Spectrum 2005 meeting provided an opportunity for ALCOA to share and review, with 23 partner organizations, ALCOA's present and future initiatives. This year ALCOA further strengthened its internal structure for engaging volunteer input in improving ALCOA's sustainability and prepared a plan for proceeding forward in this area. ALCOA also engaged itself in the process of shaping health policy through high level meetings with politicians and meetings with senior bureaucrats.

ALCOA is grateful for the funding it received from various departments of the Public Health Agency of Canada and would also like to thank Merck Frosst for its support.

The contribution of the ALCOA partner organizations, through their representatives, defines ALCOA and drives ALCOA's results. This year ALCOA was very successful in completing its project and in most cases we exceeded the commitments we had made with our funders. The success achieved this year is a testament to both the quality and to the quantity of the contribution made by the ALCOA partners.

Imran Syed, B.Sc, MBA





Making Research More Accessible

The ALCOA Research Updates provide an effective vehicle for taking leading edge knowledge on active living and healthy aging and presenting this information in plain language for older adults and for health practitioners. During the year ALCOA published two issues of the Research Update. One issue was titled Physical Activity and Coronary Heart Disease - It Is Never Too Late to Benefit and was authored by Mike Sharratt, Ph.D., and the other was titled Ageism and Active Living: Recognizing Social Barriers to Older Adult Participation and was authored by Sandy O'Brien Cousins, Ph.D.

ALCOA also published its first ever Research to Action issue titled Ageing, Arthritis and Active Living. This publication was authored by Dr. Monique Camerlain, MD, FRCPC.

Over the course of the year 31,465 copies of various issues of the Research Update and of the Research to Action were distributed.

ALCOA further disseminated the information of the Research Updates through the Active Living Newsletter which is sent to over 2000 subscribers across Canada. The September 2004 issue of the Active Living Newsletter reprinted excerpts from the Research Update Benefits of Physical Activity for People with Alzheimer Disease and the January 2005 issue contained excerpts from the issue Physical Activity and Coronary Heart Disease - It Is Never Too Late to Benefit.

ALCOA also arranged a presentation and discussion by Mike Sharratt, Ph.D., the author of the Research Update issue on Physical Activity and Coronary Heart Disease, on the importance of physical

activity with respect to coronary heart disease.

The session was delivered to representatives from 23 ALCOA partner organizations in Ottawa at the Spectrum 2005 meeting.

The Research Update and the Research to Action publications were produced with advice and input from the ALCOA committee members. The Research to Action Committee was comprised of representatives from the following organizations: the Arthritis Society; Arthritis Health Professions Associations; Health Canada; Merck Frosst Canada Ltd., and the University of Quebec (Chicoutimi). For a list of the committee members please see page 11.

The Research Update Committee included representatives from the following organizations: Canadian Society for Exercise Physiology, University of Quebec (Chicoutimi), University of Waterloo, Fondation en Adaptation Motrice, Canadian Centre for Activity and Aging, Ontario Coalition of Senior Citizens Organizations. A full list of the committee members is given on page 12.

Promoting the Health of the 80+

The Older, Old Adults Project was designed to promote the health of the 80+ older adult.

The first step in this project was the establishment of an ALCOA committee to advise on the project. The committee included representatives from the following organizations: Canadian Senior Games Association, Institute for Positive Health for Seniors, Canadian Centre for Activity and Aging, Canadian Association of Occupational Therapists, and the ALCOA Older Adults Advisory. For a list of the committee members please see page 10.

The resources produced by the project included a peer delivered community level presentation to promote active living to the 80+ older adult. The presentation was tested and revised two times before finalization.

ALCOA conducted a Train-the-Trainer session to train organizational representatives on improving their facilitation skills and to assist them in training possible presenters on the 80+ community level presentation. The Train-the-Trainer session was attended by 21 participants representing 13 organizations, including: YMCA Canada, Osteoporosis Society of Canada, ALCOA in Manitoba, VON Canada, Institute for Positive Health for Seniors, The Retired Teachers of Ontario, Canadian Senior Games Association, Manitoba Cardiac Institute, Active Living Alliance for Canadians with a Disability, Older Adult Centres' Association of Ontario, Alberta Centre for Active Living, and Saskatchewan Seniors Mechanism

ALCOA also prepared a list of resources on active living for the 80+ to provide useful information to program staff working with older adults. The resource for program staff was tested in a community setting with those who work with older adults.

Reducing Barriers to Equitable Participation

The Reducing Barriers Project sought to combat ageism.

ALCOA established a Reducing Barriers (Ageism) Committee that included members from the Canadian Society for Exercise Physiology, Active Living Alliance for Canadians with a Disability, Fondation en Adaptation Motrice, the ALCOA Older Adult Advisory, Ontario Coalition of Senior Citizens Organizations, and the Alberta Centre for Active Living. For a list of the committee members please see page 12.

The Committee reviewed a report prepared by Sandy O'Brien Cousins, Ph.D., titled *Overcoming Ageism in Active Living*. The Committee also put together a set of recommendations that were shared with the wider ALCOA membership.

ALCOA arranged a discussion on ageism and active living with representative from 23 ALCOA partner organizations. The session included a presentation by Sandy O'Brien Cousins, Ph.D. This session was held at the Spectrum 2005 meeting in Ottawa.





Promoting Healthy Living

ALCOA was one of the seven collaborating organizers in the International Society for Aging and Physical Activity's 6th World Congress on Aging and Physical Activity. The Congress was hosted by the Canadian Center for Activity and Aging (CCAA) from August the 3rd to 7th in London, Ontario. ALCOA had a representative on the Steering Committee, and on the Scientific and Program Committee of the Congress. ALCOA was able to promote healthy living through three presentations at the Congress. On August 5, ALCOA gave a presentation on Building Synergies Among Canadians for Promoting Active Living; on August 6, ALCOA gave a presentation on Active Living and Diabetes; and on August 4, ALCOA organized a presentation on Arthritis and Active Living.

ALCOA also set up a booth at the 6th World Congress. The booth was manned by ALCOA volunteer board members. Over the three days of the Congress ALCOA was able to distribute over 1000 copies of various ALCOA publications.

ALCOA's Strengthening Grassroots Outreach Project built on previous outreach work done by ALCOA. During the project year the Be Active Eat Well community, peer-delivered, presentation was reviewed and revised. This presentation aims at promoting the benefits of active living and healthy eating with special reference to type 2 diabetes. ALCOA solicited advice on possible revisions from partner organizations, revised

the presentation, and tested the presentation with older adults. This project received advice from the Speakers' Bureau Committee. The committee includes representatives from the following organizations: Institute for Positive Health for Seniors, Manitoba Cardiac Institute, Older Adults Centres' Association of Ontario, Canadian Senior Games Association, VON Canada, Retired Teachers' of Ontario, and the Alberta Centre for Active Living. For a full list of the committee members please see page 13.



Spectrum 2005 - ALCOA in Motion



At the Spectrum 2005 meeting, in March 2005, ALCOA was able to engage the ALCOA membership in discussion and planning to promote active living by strengthening partnerships. The meeting included reviews, discussions on the work that ALCOA has accomplished in the present project year and planning for the future. A report is being prepared on this meeting.

The meeting was attended by 33 participants representing 23 ALCOA partner organizations including: Active Living Alliance for Canadians with a Disability, Alberta Centre for Active Living, Canadian Association for Community Care, Canadian Association for the Advancement of Women and Sport, Canadian Association of Occupational Therapists, Canadian Centre for Activity and Aging, Canadian Ethnocultural Council, Canadian Parks and Recreation Association, National Canadian Pensioners Concerned, Canadian Physiotherapy Association, Canadian Senior Games Association, Coalition for Active Living, Don Mills Foundation for Seniors, Federal Superannuates National Association, 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, Retired Teachers of Ontario, Saskatchewan Seniors Mechanism, University of Quebec (Chicoutimi), VON Canada, University of Waterloo, YMCA Canada

Active Living and Diabetes

This project promoted the benefits of active living and healthy eating with special reference to the prevention and management of type 2 diabetes through the distribution of the Be Active Eat Well guides. During the project year 14,117 copies of the guides were distributed. This year the guides were distributed to over 60 organizations across Canada. The committee also gave input on revising the Be Active Eat Well presentation.

In September 2004 ALCOA delivered the Be Active Eat Well presentation to 70 District Health Representatives from the Retired Teachers of Ontario (RTO/ERO).

ALCOA was invited by Health Canada to give a presentation on the Active Living and Diabetes Project at the 6th World Congress in London, Ontario.

The ALCOA presentation was part of the session titled Seniors and Diabetes - The Vital Role of Physical Activity.

The Diabetes Project Advisory committee includes representatives from the following organizations: Manitoba Cardiac Institute; Saskatchewan Seniors Mechanism; Canadian Association of Occupational Therapists; National Canadian Pensioners Concerned; Canadian Diabetes Association; Dietitians of Canada; Canadian Ethnocultural Council; and Alberta Centre for Active Living. For a list of the committee members see page 11.



Planning for Sustainability

The project helped in the establishment of Sustainability Planning Committee in June 2004. The Committee included representatives from the Osteoporosis Society of Canada, Canada Senior Games Association, ALCOA Older Adults Advisory, Ontario Coalition of Senior Citizens Organizations, and Saskatchewan Seniors Mechanism. For a list of the committee members please see page 13.

The fund development plan was developed as part of the project and it included a comprehensive how-to-guide for organizing a community walk. The project materials included a redesigning of the ALCOA Annual Report. As part of this project ALCOA submitted proposals to various potential funders.

The Membership Committee

The Membership Committee discussed membership related issues with representatives from 23 ALCOA partner organizations at the Spectrum 2005 meeting. The session solicited input from the participants at the meeting. The results of the session will be reported in the Spectrum 2005 Report.

The members of the Membership Committee represent the following organizations: Canadian Society for Exercise Physiology, ALCOA Older Adults Advisory Committee, Canadian Physiotherapy Association, and the Canadian Senior Games Association. For a list of the committee members please see page 11.

The Older Adults Advisory Committee (OAA)

The OAA presented the committee's recommendation on reducing ageism to representatives of ALCOA partner organizations at the Spectrum 2005 meeting. The recommendations of the committee will be reflected in the Spectrum 2005 Report.

The members of the OAA are: Anne Skuba (Chair), Monique Camerlain, Bill Turney, Philip Joseph, and Archie MacKeigan.

The Nominations Committee

The Nominations committee recommended the slate of the Guardians and the slate of the Executive for 2005/06. The members of this committee represent the following organizations: Saskatchewan Seniors Mechanism; Canadian Senior Games Association; ALCOA Older Adults Advisory; and also includes the past Chair of ALCOA. For a list of the committee members please see page 11.

The ALCOA Executive Committee

Philippe Markon - Chair
University of Quebec (Chicoutimi)
Ste. Famille, Quebec

Jack Brownell - Vice Chair
Canadian Senior Games Association
Quispamis, New Brunswick

Margaret Barbour Treasurer
Manitoba Cardiac Institute
Winnipeg, Manitoba

Gabriel Blouin Secretary
Institute for Positive Health for Seniors
Ottawa, Ontario

The ALCOA Guardians

Philippe Markon - Chair
University of Quebec (Chicoutimi)
Ste. Famille, Quebec

Margaret Barbour
Manitoba Cardiac Institute
Winnipeg, Manitoba

Frank Bellamy
Saskatchewan Seniors Mechanism
Regina, Saskatchewan

Gabriel Blouin
Institute for Positive Health for Seniors
Ottawa, Ontario

Jack Brownell
Canadian Senior Games Association
Quispamis, New Brunswick

Denis Drouin
Fondation en Adaptation Motrice
Saint-Augustin-de-Desmaures, Quebec

Gareth Jones
Canadian Centre for Activity and Aging
London, Ontario

Archie MacKeigan
ALCOA Older Adults Advisory
Nova Scotia

Chris Peacock
VON Canada
Ottawa, Ontario

Michelle Porter
Canadian Society for Exercise Physiology
Winnipeg, Manitoba

Anne Skuba
ALCOA Older Adults Advisory
Winnipeg, Manitoba

Don Wackley
Ontario Coalition of Senior
Citizens Organizations
Toronto, Ontario

Diabetes Project Advisory Committee

Margaret Barbour - Chair	Manitoba Cardiac Institute
Frank Bellamy	Saskatchewan Seniors Mechanism
Louise Beaton	Canadian Association of Occupational Therapists
Barbara Black	National Canadian Pensioners Concerned
Susan Good	Canadian Diabetes Association
Jacquelyn McKenzie	Dietitians of Canada
Keiko Miki	Canadian Ethnocultural Council
Jennifer Dechaine	Alberta Centre for Active Living
Imran Syed	ALCOA

Membership Committee

Michelle Porter - Chair	Canadian Society for Exercise Physiology
Linda Kremer	Canadian Physiotherapy Association
Jack Brownell	Canadian Senior Games Association
Imran Syed	ALCOA

Research to Action Committee

Philippe Markon - Chair	University of Quebec, Chicoutimi
Monique Camerlain	Rheumatologist
Lisa Cirella	Arthritis Society
Marlène Gauthier	Merck Frosst
Gareth Jones	Canadian Centre for Activity & Aging
Bruce Taylor	Health Canada
Jean Wessel	Arthritis Health Professions Association
Imran Syed	ALCOA

Nominating Committee

Frank Bellamy - Chair	Saskatchewan Seniors Mechanism
Nancy Ecclestone	Past Chair of ALCOA
Jack Brownell	Canadian Senior Games Association
Bill Turney	ALCOA Older Adults Advisory
Imran Syed	ALCOA
Pat Israel	ALCOA

Older Adults Advisory Committee

Anne Skuba (Chair)	Manitoba
Monique Camerlain	Quebec
Bill Turney	New Brunswick
Philip Joseph	Ontario
Archie MacKeigan	Nova Scotia
Pat Israel	ALCOA

Older Old Adults Health (80+) Committee

Jack Brownell - Chair	Canadian Senior Games Association
Gabriel Blouin	Institute for Positive Health for Seniors
Gareth Jones	Canadian Centre for Activity & Aging
Darene Toal-Sullivan	Canadian Association of Occupational Therapists
Bill Turney	ALCOA Older Adults Advisory
Imran Syed	ALCOA

Reducing Barriers (Ageism) Committee

Margaret Barbour - Chair	Manitoba Cardiac Institute
Sandy O'Brien Cousins	University of Alberta
Doug Cripps	University of Regina
Denis Drouin	Fondation en Adaptation Motrice
Michelle Porter	Canadian Society for Exercise Physiology
Gisèle Tennant	YMCA Canada
Bill Turney	ALCOA Older Adults Advisory
Don Wackley	Ontario Coalition of Senior Citizens Organizations
Imran Syed	ALCOA

Research Update Committee / Research Working Group

Michelle Porter - Co-chair	Canadian Society for Exercise Physiology
Philippe Markon- Co-chair	University of Quebec, Chicoutimi
Mike Sharratt	University of Waterloo
Denis Drouin	Fondation en Adaptation Motrice
Gareth Jones	Canadian Centre for Activity & Aging
Don Wackley	Ontario Coalition of Senior Citizens Organizations
Imran Syed	ALCOA

Speakers' Bureau Committee

Gabriel Blouin - Chair	Institute for Positive Health for Seniors
Margaret Barbour	Manitoba Cardiac Institute
Bill Krever	Older Adults Centres' Association of Ontario
Jack Brownell	Canadian Senior Games Association
Chris Peacock	VON Canada
Bob Lamoureux	Retired Teachers' Of Ontario
Jennifer Dechaine	Alberta Centre for Active Living
Imran Syed	ALCOA

Sustainability Planning Committee

Jack Brownell - Chair	Canadian Senior Games Association
Bill Turney	ALCOA Older Adults Advisory
Elizabeth Banman	Osteoporosis Society of Canada
Frank Bellamy	Saskatchewan Seniors Mechanism
Don Wackley	Ontario Coalition of Senior Citizens Organizations
Imran Syed	ALCOA

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