



THE ACTIVE LIVING COALITION FOR OLDER ADULTS

QU

ALCOA —
Quarterly Update
Volume 5, Number 3
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Communicating With Round-Table Members

Canadian Bridge Foundation Supports ALCOA

ALCOA is pleased to have received a grant of \$3,000 from the Canadian Bridge Federation Charitable Foundation. The funds will be used to help ALCOA disseminate information and resources about active living for older adults.



The Canadian Bridge Federation is a registered organization for competitive bridge in Canada. Bridge is a 'mind sport' and research has shown that an active mind keeps bridge players healthy and wise, and could delay the onset of dementia in older adults.

The Canadian Bridge Federation Charitable Foundation helps other organizations with funds raised by all the clubs' charity games. To date, CBFCF has supported worthy causes in Canada with over \$1.1million. ALCOA is grateful for this donation to the Coalition.

For more information of the CBGCF visit their website at: www.cbf.ca or <http://www.cbf.ca/Charity/>



Diabetes Reference Group members

l-r : Don Fletcher, Sara MacDougall, Sarah Merkel, Lilisha Burris, Patsy Beattie-Huggan, Alexa Roggeveen, Patty Clark, Thomas Spence.

Absent from photo: Michelle Porter, Susan Brown, Kimberly Wilson.

Diabetes Work Continues —

To develop a measurement tool for community based diabetes programs

ALCOA received funding in the amount of \$74,500 from the Public Health Agency of Canada, to continue on with our work in the prevention of diabetes in older adults. Phase 1 of the project will be completed by March 2010, with the hope that funding will be available to continue on with Phase 2.

The evidence to support this project is based on the report developed from the national consultation from the 2008 ALCOA diabetes project, which focused on the primary prevention of Type II diabetes. During the environmental

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Coalition working together to develop a national communication strategy for ALCOA

With funding from the Canadian Institutes of Health Research, ALCOA has been working on developing a national communication strategy for the Coalition. Over the past six months there has been time spent researching, talking to members, analyzing surveys, making presentations, and meeting with marketing experts, to gather the necessary information to develop an effective strategy. The pieces to this project are now all coming together. ALCOA will develop a strategy to measure the effectiveness of our material, and to better communicate with our members, their members, other related groups, media, and government officials. Our successes with this project include:

- 🌐 to date we have talked to 12 of our 23 Round Table members and have been able to determine how we can better work together as a Coalition and share our resources amongst our members and their members
- 🌐 through a survey, we have determined the best methods for distribution of ALCOA material to our members
- 🌐 developed a data base of over 500 local, regional and provincial not for profit organizations that provide services to seniors
- 🌐 completed a 'snapshot' environmental scan of programs being offered in various parts of the country
- 🌐 with travel expenses covered by PHAC, ALCOA has made presentations at eight provincial meetings, with delegates including government and NGO's who provide services to older adults



*Communication Strategy Committee members
l – r; Linda Bain (VON), Sheila Schuehle (VON),
Patty Clark (ALCOA), Bill Krever (Older Adult Centres
Assoc. of Ontario), Bert Taylor (ALCOA Manitoba),
Bianca Spence (Cdn. Institute of Planners), Charles
Keple (Saskatchewan Seniors Mechanism), Don
Fletcher (Cdn. Assoc of Cardiac Rehab & ALCOA
Chairman), Mike Sharratt (Schlegel-UW Research
Institute for Aging)*

- 🌐 consulted with communication and marketing experts from the ALCOA membership to help develop a plan for media communications and ongoing evaluation for ALCOA resources

The national communication strategy document is currently being finalized, and ALCOA hopes to initiate the plan within the next six months. Our thanks to CIHR for the funding, and to the Round Table Members who have shared their expertise to help ALCOA develop this strategy.



THE ACTIVE LIVING COALITION FOR OLDER ADULTS

The Active Living Coalition for Older Adults in Manitoba (ALCOA-MB) Board of Directors has been expanded to provide a greater presence of older Manitobans and rural representation. A full-time Executive Director, Jim Evanchuck, with over 35 years of experience with provincial government and not-for-profit organizations, has been hired to oversee the operations. ALCOA-MB is comprised of over forty provincial organizations that share an interest in healthy active living for older Manitobans. The organization is currently pursuing charitable status to expand their current revenue generating efforts and to enhance their efforts as an advocate and voice for healthy active living opportunities that respond to the needs of an aging Manitoba population.

Peer Leadership

Peer Leadership is an integral component of the continuum of healthy active living leadership for older adults. The ALCOA-MB Peer Leader Program builds community capacity and prepares volunteers to deliver exercise sessions and share healthy active living information with their peers. It is this peer leadership and ongoing support among family, friends and neighbours that is helping many older Manitobans to integrate physical activity into their daily living and to maintain and prevent decline in functional ability.

Speakers Bureau

ALCOA –MB continues to explore innovative ways to reach out to older adults in Manitoba with key messages that align with relevant health and healthy living priorities. Modules include Falls Prevention, Active Living, Medicine Use, etc.



Active Living Coalition for Older Adults in Manitoba

ALCOA Round Table Member Spotlight

Physical Activity and Women 55 – 70 Project

ALCOA-MB is collaborating with the Canadian Association for the Advancement of Women in Sport and Physical Activity (CAAWS) to build leadership capacity for physical activity and women 55–70. Four English and two Francophone Master Trainers from Manitoba have been trained.

"in motion" DVD Development and Dissemination

ALCOA-MB worked in partnership with *Winnipeg in motion, Manitoba in motion* and various other community partners to develop the *in motion Older Adult Exercise DVD*.

ALCOA-MB continues to promote and distribute the *in motion* DVD through its member organizations and extensive network of older adult groups across Manitoba. The DVD, which includes age appropriate, safe and enjoyable exercise class with warm-up, cardio, strength and balance, and cool-down and stretch sections, is currently provided free of charge.

ALCOA-MB Roundtables — Life Long Learning and Living

ALCOA-MB coordinates provincial roundtables on current and relevant topics concerning Healthy Active Aging for Older Adults in Manitoba. The theme of the recent provincial roundtable, facilitated in June 2009 was Active Living and Arthritis. Speakers included Dr. Peter Macdonald, Pan Am Clinic, and Clara Fitzgerald, Director of the Canadian Centre for Activity and Aging. Future roundtables will explore cognition and aging and will provide insights into thoughtful activities that contribute to optimal brain and body abilities.



Diabetes Work Continues

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scan component of the project, several programs were identified as promising practices but since there was no evaluation on the success of the individuals in the programs, they could not be categorized as 'leading practices'. Measurement is essential to motivate older adults and to ensure program effectiveness and accountability. The development of evaluation and measurement tools were specific recommendations from the national consultation.

This proposed project will build on these 2008 recommendations and will focus on both primary and secondary diabetes intervention programs

Measurement is essential to motivate older adults ...

that are already developed at the community level. The tool(s) to be developed in this project would be used by non-clinical, community-based leaders who are responsible for program delivery at their community and municipal settings. The tool(s) will measure the impact of the interventions on individual risk factors as a component of evaluating programs for primary and secondary prevention of diabetes. Phase 1 of the project will be to develop a prototype measurement tool, and Phase 2 would be to test the tool, revise and disseminate.

A Reference Group has been formed to share their knowledge and expertise, and to provide recommendations to the ALCOA working group. With very short notice, most of the Reference Group was able to meet on December 1, to provide direction for the necessary research for this project. Other individuals have contacted

ALCOA and are interested in participating in the project, which will allow the Reference Group to be well represented by a variety of organizations relating to older adults and diabetes. More information on the project will be available in the next issue of QU.

ALCOA Member Spotlight

Dr. Albert
W. Taylor



Dr. Albert W. Taylor is the ALCOA MB representative on ALCOA (national) and is also a Guardian with ALCOA. He is currently the Chair of ALCOA-Manitoba. Dr. Taylor, who now resides in Winnipeg, is a Professor Emeritus from the Faculties of Health Sciences and Medicine and Dentistry at the University of Western Ontario. He is currently an Affiliate Professor and member of the Centre on Aging in the Faculty of Medicine, and has Adjunct appointments in The Faculty of Kinesiology and Recreation Management and the Health, Leisure and Human Performance Research Institute at the University of Manitoba. His research interests are in gerontology, muscle biochemistry and physiology. He holds honorary appointments at several Canadian and foreign universities.