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ALCOA — Quarterly Update  
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The Active Living Coalition for Older Adults  
Communicating with ALCOA Members



Dr. Colin Carrie and Patricia Clark



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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.

## Healthy Living Funding Announcement

On behalf of Minister Aglukkaq, Dr. Colin Carrie, Parliamentary Secretary to the Minister of Health, and Member of Parliament for Oshawa, recently made an announcement in March at North Toronto regarding three projects that will address the conditions that lead to physical inactivity and unhealthy weights among Canadians, from childhood to later life. The three projects are “Ready, Set, Go!”, “Benefits of Physical Activity for First Nations, Inuit and Metis Canadians”, and “Active Healthy Aging”.

ALCOA received funding for the Active Healthy Aging project. This funding is being used to develop a Community Educators Tool Kit which will provide a step-by-step guide for non-clinical community leaders to enable them to offer Healthy Living Workshops in their community. The Tool Kit is based on the most current research of the day and will address all aspects of healthy active aging, including mental health, physical activity, healthy eating, beliefs and behavioural change. It will be in a DVD format and will contain:

- a six-week workshop template
- weekly session outlines and content
- promotional material /posters
- handouts
- resources
- references

Everything a leader needs all in one kit!

The Tool Kit will complement the newest publication by ALCOA, *Your Personal Passport to Healthy Living*. We have also created new posters and resources based on the new Canadian Physical Activity Guidelines for Older Adults. All this and more will be available in September 2013.

More information and order forms will be available shortly.

For further information on the PHAC funded projects, please visit [www.phac-aspc.gc.ca/media/nr-rp/2013/2013\\_0313-eng.php](http://www.phac-aspc.gc.ca/media/nr-rp/2013/2013_0313-eng.php).





## YMCA Canada, VP Program Development Jody Kyle, BPE

Jody is originally from Calgary where she completed her Physical Education degree. Upon moving to Ontario in 1986 she joined the Windsor YMCA as a program leader and in 1989 went on to the YMCA of Niagara where she was Program Director, Assistant General Manager, General Manager and Senior VP of Membership and Community. Jody provided leadership for program coordination into the new St.Catharines Walker Family Y in 1994, 2 major renovations in 2005 and 2008, opened the Niagara Centre YMCA in Welland and the Niagara Falls YMCA in 2005. She then went on to manage the integration of Fort Erie YMCA operations into the YMCA of Niagara in 2008.

In 2011 Jody became Vice President of Program Development for YMCA Canada. In this role she is responsible for the program standards and delivery for the YMCA national sales, aquatics, health & fitness, children/youth and camping programs. She leads and facilitates workshops as a YMCA Training Educator and presents often at YMCA provincial and national conferences.

The YMCA in Canada was established over 160 years ago as a charity dedicated to the health of both individuals and communities. Today, there are 45 YMCAs and 6 YMCA-YWCAs, rooted in 1000 communities across Canada that offers programs and services tailored to each community. With a commitment to nurturing the potential of children, teens and young adults, promoting healthy living and fostering social responsibility the YMCA ensures that every individual has access to the essentials to learn, grow and thrive.

Older Adults in the YMCA, experience a strong sense of belongingness and a network of friends who provide supportive communities for sustained health and well-being. Through on-going, fun, safe, and engaging YMCA programs and events older adults increase their self-confidence and sense of achievement while building relationships.

Older adults are a significant and growing segment of our communities and can benefit from engaging in YMCA activities that enhance connections, decrease a sense of isolation, and improve overall well-being.

For more information go to [www.ymca.ca](http://www.ymca.ca)

# Web Site Hits 200,000



The interest in the Silver Times website continues to grow on a monthly basis. Every two weeks we publish a new article in English and French relating to healthy active living. An e-blast is sent to all those in the data base to alert them of the new posting. We have just celebrated our 1st year anniversary, and we are pleased to say that we have had over 200,000 hits to the site with an average now of 18,000 hits per month.

The articles on the site are also formatted into a pdf to make it easy to print and post the article on a bulletin board or copy and hand out to individuals. We encourage you to spread the word about the site and share the articles with your members and clients.

Pfizer has been our corporate sponsor of the site and without their support the website would not have become a reality. We sincerely thank them for the generous support of promoting active healthy aging.



[morethanmedication.ca](http://morethanmedication.ca)

## Planning for our Future

The ALCOA Guardians have initiated the development of a strategic plan to provide direction for the organization for the next five years. The Guardians, both present and past, will be reviewing our strengths and challenges and looking ahead to where we want to see the Coalition in the future.

In the fall, when the plan is finalized and approved, we will take it to interested corporate sponsors looking for their support. This is a long process but a necessary one, to secure new funding for ALCOA.

The Coalition has many strengths; in our members; our reach to older adults; the partnerships we have developed; our expertise; publications; reputation; and being able to be the voice for older adults. But as with many organizations, we have challenges that inhibit our growth and development.

We have strong, committed members, and with the support of the Guardians we will find a secure path for the future of the Coalition.

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