

The future is aging

Active!



Annual Report 2017

About Us

Active Aging Canada, a national charity, incorporated in 1999, exists to promote healthy active aging with a vision of healthy living for life. Our mission is to support lifelong healthy active aging of adult Canadians through participation, education, research, and promotion.

The organization consists of both organizations at the national, provincial and local levels, and individuals, all who support and value our vision and mission statements. Through the organization and our membership we have a reach to over one million Canadians, both practitioners and the public.

As a voice for active living among older adults Active Aging Canada works to:

- Foster **communication**, collaboration and coordination for active aging amongst its members and other related organizations and individuals
- Facilitate **knowledge translation** of research to practice related to older adults and active aging
- **Promote** older adults and active aging as a priority on the political, health and social agendas within Canadian society by conveying consistent, persuasive key messages developed by its members to prominent and influential individuals and organizations

In keeping with its role, Active Aging Canada is committed to upholding and advocating the following principles:

- **Respect** the experiences, contributions and resources of older Canadians by recognizing and integrating them
- **Inclusion** of older adults in all planning and decision making
- **Diversity** is embraced by respecting all points of view
- **Meaningful partnerships** are formed to work together with other individuals and organizations
- **Consensus** is strived for in decision-making
- **Access** to all older adults inclusive of socio-economic status, Aboriginal peoples, ethno-cultural background, geographic locations, and ability
- **Equity** by recognizing that everyone, regardless of present level of ability, capability and economic status, can improve their well-being through active living

Executive Summary

It's been a busy year for Active Aging Canada. The primary source of funding for the organization is on a project by project basis. This certainly can provide its challenges but we always manage to continue to push forward and develop new health promotion resources and programs. This past year was no exception.

Last April saw the successful launch of Active Aging Canada, formerly known as the Active Living Coalition for Older Adults, which required a new website, vision, mission, by laws and logo.

New **two-minute videos** have become weekly posts on our You Tube site, all with the goal to inform, educate, inspire and motivate individuals towards an active aging lifestyle.

We were able to revise and translate into seven languages a **new active living tip sheet** entitled, *Active Living Helps Arthritis*. Over 1200 Tip sheets were disseminated, and in total over 33,000 of all seven Active Living Tip sheets have been mailed out across the country in the past few years.

A one-day meeting of key individuals from across Canada culminated in the development of a **Knowledge Translation Framework**, whereby Active Aging Canada is the dissemination hub for new relevant research. Both CSEP and SCAPPS have agreed to work with us on the implementation process. Funding was recently received to operationalize this framework, by developing a Community of Practice for Active Aging.

The **Mall Movers program**, operated for two years and concluded in June of 2017. We are able to continue to offer the program at two of the eight malls in the Greater Toronto Area, through sponsorship by Centerpoint Mall, and by a volunteer leader. In total, the 225 registered participants recorded walking 32,500 km, which equates to walking across Canada five times!

This upcoming year shows great promise. Community leaders will be trained to offer our **Healthy Living Workshop**. An evaluation of the impact of those workshops will be measured over a one year period. A one-day meeting will be held with experts in their fields to create a plan for the development of a **Report Card** which will provide a complete and robust assessment of how we are doing as a country in promoting and facilitating physical activity for older adults.

We have a good year behind us and are looking forward to a great year ahead of us.



Looking Back and Looking Forward

A Report from the Chairman and the Executive Director

As we look back over the past year at our successes and look forward to the future, it is evident that it has been a year of change for the organization and hopefully a positive future lies ahead. Last April we launched Active Aging Canada, a new name, vision, mission, by-laws, logo, web site and image. It took over two years to complete, but we wanted to make sure we got it right, and from the response from members and the public, we were successful.

Active Aging Canada is now able to appeal to adults and older adults. Our target market has expanded so that more people can benefit from our resources. This past year has been busy with projects and partnerships and we believe that the upcoming year will be even better for the organization, its members and adult Canadians.

Looking Back

Social Media

This past year we launched the new website Active Aging Canada, which has a monthly average of 32,000 hits and 2,500 unique visitors. Our Silver Times website receives 17,000 hits and 1,200 unique visitors each month.

Between the two sites that totals over 550,000 hits per year. We provide free advertising for our members on the sites and links to their websites. It's a great promotional opportunity for members.

With the assistance of our summer student, Mekayla Dionne, last April we launched the video series entitled Your Daily Dose, a two-minute weekly video providing simple exercises that can be included into a daily routine in the home. The exercises were part of a research project conducted by John Griffin, M.Sc., now a retired professor from George Brown College, and author of *Client-Centered Exercise Prescription*, published by Human Kinetics.

This year, once again with the creative talents of our summer student, Mekayla, we produced 30+ short videos entitled Your Active Aging Minute and Your Do Live Well Minute. The first set of videos, recently launched on YouTube, are two minute interviews with John Griffin, providing useful tips and information for healthy active aging. The Do Live Well Minute videos were produced in partnership with the Occupational Therapy Department at McMaster University, in Hamilton Ontario, and emphasize that 'what we do every day matters' to our health and wellbeing.

Facebook pages for Active Aging Canada and Mall Movers have been increasing in their 'likes' and 'views'. The pages promote activities and resources available through Active Aging Canada, and also new, relevant research that may be of interest to practitioners and/or the public. We only have 250 followers combined, but the numbers are growing every day.

New Resources

With funding from Canadian Institutes of Health Research (CIHR) we were able to update an older active living tip sheet, *Active Living Helps Arthritis*. Thanks to our Research Committee and our author, Dr. Monique Camerlain MD, all of who volunteered their time to review and revise the document. Over 1200 Arthritis Tip sheets have been mailed out or downloaded last year. In 2017, we mailed out over 5000 Tips of all seven issues, and since we started revising and reprinting the Tips in seven languages, we have mailed out over 33,000 Tips. Lots of good, relevant information is getting out to the public via both our website and in hard copy mailings.

Research

Funding was received from Canadian Institutes of Health Research (CIHR) that allowed us to bring in representatives from across Canada to develop a Knowledge Translation Framework. The intention of the framework is to provide a process whereby Active Aging Canada will become the dissemination hub for new relevant research, so that practitioners and the public across Canada can be informed and educated on the latest research relating to healthy active aging. To that end, both the Canadian Society for Exercise Physiology (CSEP) and the Canadian Society for Psychomotor Learning and Sport Psychology (SCAPPS) sent representatives to our meeting and have agreed to partner with Active Aging Canada on this project.

Projects

Two years ago, funding was received from the Ontario Trillium Foundation for the development of the Mall Movers Program, a weekly stretch and strengthen class offered free to participants in enclosed malls in the Greater Toronto Area. The funds for the program have now been used, but we were fortunate to be able to carry on with two of the mall programs. Centerpoint Mall, is sponsoring the Mall Mover program at their mall, and our leader at the Woodbine Centre, Gina Soriano, has volunteered to continue to offer the class to her participants.

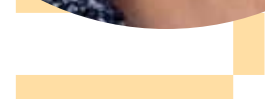
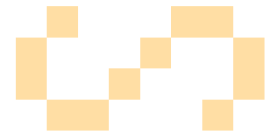
Over the project, we had eight malls participating, with a total of 225 registered Mall Movers. Cumulatively they walked over 11,000 days, 32,500 km., and 1845 (recorded) hours. That is a total distance of crossing Canada 5 times!! Way to go walkers.

Some comments from the participants:

"I have been with the group from the start. I enjoy it very much, and it has helped me a lot with my arthritis and to keep me in shape."

AJ, Bridlewood Mall





"... I am so happy to become active and energetic. I am so strong. I thank you for sending Anna to Bridlewood Mall, because I look younger, skinnier [lost weight]... all parts of my body [and my] circulation is better. Thank you." Cora V. Bridlewood Mall

Overall the program was quite a success, but disappointing that sponsorship was not realized for all the programs. Hopefully the Mall Movers will continue their walking and using the bands and balls that they received throughout the program.

Partnerships

Last year Active Aging Canada partnered with many organizations to represent the perspective of older adults and to assist in promotion and dissemination. Those partners included:

Age Well

- Canadian Access and Inclusion Project
- Canadian Association of Occupational Therapy
- Canadian Frailty Priority Setting Partnership
- College of Family Physicians
- Health Canada
- High Five Silver (PRO)
- McMaster Portal for Optimal Aging
- McMaster University Occupational Therapy Dept
- Model of Physical Literacy for Older Adults
- ParticipACTION Play 150
- University of Waterloo

Looking Forward

This will prove to be an exciting year for Active Aging Canada. We are able to build on our current and past projects and we have received funding to develop new initiatives.

Leadership Training Workshop

Funding was received from the Ontario Sports and Recreation Community Fund, which will allow us to build upon our many years of work to develop the Healthy Living Workshop for Older Adults. The workshops have been well received across Canada over the past few years. Evaluations reported that people have made several lifestyle behaviour changes:

- Increased their physical activity levels
- Reduced stress
- Improved their eating habits
- Decreased smoking
- Increased water intake
- Manage their diabetes better

However, our research also indicated that some leaders required facilitation training to be able to offer an effective workshop. In addition, the evaluations from the workshop are limited as they were completed at the end of the 6-week session. We do not have any data on the impact of the workshop on behaviour change, over time. This funding will provide training for twenty non-clinical community leaders to participate in a 2-day leadership training workshop in October. These leaders have committed to offering two Healthy Living Workshops within the year, and with permission from their participants, provide us with their contact information. This will allow us to follow up with the individuals at 1, 3 and 6 months post workshop, to determine the impact of the workshop on maintaining their new lifestyle behaviours.

In addition, we have partnered with Urban Poling, and they will be providing the participants with a free clinic to become urban poling leaders which will give them the necessary training to be able to offer the activity to their participants in the workshop and others at their centres.

Community of Practice for Active Aging

We plan to develop a Community of Practice for Active Aging, which will operationalize our Knowledge Translation Framework, with funding received from CIHR. This is an exciting opportunity to work in partnership with CSEP and SCAPPS to become a Knowledge Translation hub for active healthy aging. This funding was just recently announced, so this project will be initiated in the fall.

Physical Activity Report Card for Older Adults

Our second grant submission to CIHR was also successful. This planning grant will allow us to bring in twenty experts from across Canada, including researchers, practitioners, end users organizations and older adults. They will discuss a process, methodology and funding options to develop and disseminate this Report Card, which will highlight programs, policies and services in Canada. It will provide a complete and robust assessment of how we are doing as a country in promoting and facilitating physical activity for older adults. It will provide the opportunity to measure our improvement over the years in relation to the national physical activity strategies and targets determined by the Public Health Agency of Canada – a strategy based on the acceptance of the WHO World Report on Ageing and Health.

It has been a rewarding year working with the Board and the members of Active Aging Canada, and we are looking forward to another positive year ahead of us. Our thanks to all of you for your continued support and belief in the work that we are doing.

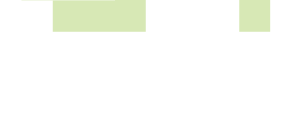
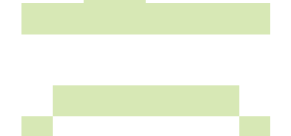
With our sincere thanks,

Patricia Clark

Patricia Clark
National Executive Director

R. J. Ferguson

Ron Ferguson, PhD
Chairman





Active Aging Canada Executive and Board of Directors

Executive

Past Chair	Rosanne Prinsen, Edmonton, AB
Chairman	Ron Ferguson PhD, Montreal, QC John Molson School of Business, Concordia University
Vice Chairman	Jim Evanchuk, Winnipeg, MB ALCOA Manitoba
Secretary	Barbara Hood Yellowknife, NT NWT Seniors' Society
Treasurer	Liza Stathokostas PhD, London, ON

Board of Directors

Chairman	Ron Ferguson PhD, Montreal, QC
Directors	Rosanne Prinsen Edmonton, AB Jim Evanchuk, Winnipeg, MB ALCOA Manitoba Barbara Hood, Yellowknife, NT WT Seniors' Society Liza Stathokostas PhD, London, ON Melissa Anderson, Ottawa, ON Canadian Physiotherapy Association Charles Rice PhD, London, ON University of Western Peter Nordland, Cornwallis, NS Canadian Senior Games Association

Active Aging Canada Membership

Voting Members

ALCOA Manitoba
Alzheimer Society of Canada
Canadian Association of Occupational Therapists
Canadian Orthopaedic Foundation
Canadian Physiotherapy Association
Canadian Senior Games Association
Canadian Society for Exercise Physiology
NWT Seniors' Society
Older Adult Centres' Association of Ontario
Saskatchewan Seniors Mechanism
Saskatchewan Parks & Recreation Association
Schlegel-UW Research Institute for Aging
University of Manitoba Centre on Aging
YMCA Canada

Corresponding Members

Better Living Health & Community Services
Centres for Seniors Windsor
City of Edmonton
Greater Edmonton Foundation: Housing for Seniors
Horton Street Seniors Centre
Jewish Child and Family Service
Pictou County Council of Seniors / Outreach
Service to Seniors and Swan River Lifeline
Square One Older Adult Centre

Individual Members

Don Fletcher
Jim Hamilton
Sandra Hartley
Charles Keple
Philippe Markon
Bert Taylor

Donors

Active Aging Canada is a charitable, not-for-profit organization.
Our sincere thanks to **Philippe Markon** for his generous donation in memory of **Antoinette Markon**.

Active Aging Canada Champion



Hazel McCallion, retired Mayor of Mississauga, special advisor to the University of Toronto Mississauga (UTM) campus, and was recently appointed the first Chancellor of Sheridan College in 2016.



Active Aging Canada Committee and Consultants

Our organization is strong because of the support from our staff, consultants, board members, membership and volunteers. Together individuals have provided hundreds of hours of volunteer support to sit on committees, organize events, and share their wisdom and knowledge. We sincerely thank the individuals for their contribution to the success of Active Aging Canada.

Nominating Committee

Chair Rosanne Prinsen, AB
Patricia Clark, ON

Research Committee

Chair	Charles Rice PhD	University of Western
	Philippe Markon PhD <i>Professor Emeritus</i>	University of Quebec
	Michelle Porter PhD	University of Manitoba
	Liza Stathokostas PhD	London ON
	Bert Taylor PhD <i>Professor Emeritus</i>	University of Western Ontario

Mall Mover Reference Group

Jane Arkell	Active Living Alliance for Canadians with a Disability
Shannon Belfry	Canadian Centre for Activity and Aging
Jenna Bouchut	Lawrence Square
Christa Costas-Bradstreet	ParticipACTION
Nancy Dubois	Facilitator, Evaluator
Sue Hesjedahl	Older Adult Centre Association of Ontario
Brian Kellow	Heart and Stroke Foundation
Fawziya Nurmohamed	Toronto Public Health
Laura Surman	Square One Older Adult Centre

Contract Staff & Consultants

Active Aging Canada continues to work with a variety of contract staff on all its projects. They bring many years of experience and expertise, and are an essential component to the success of every project.

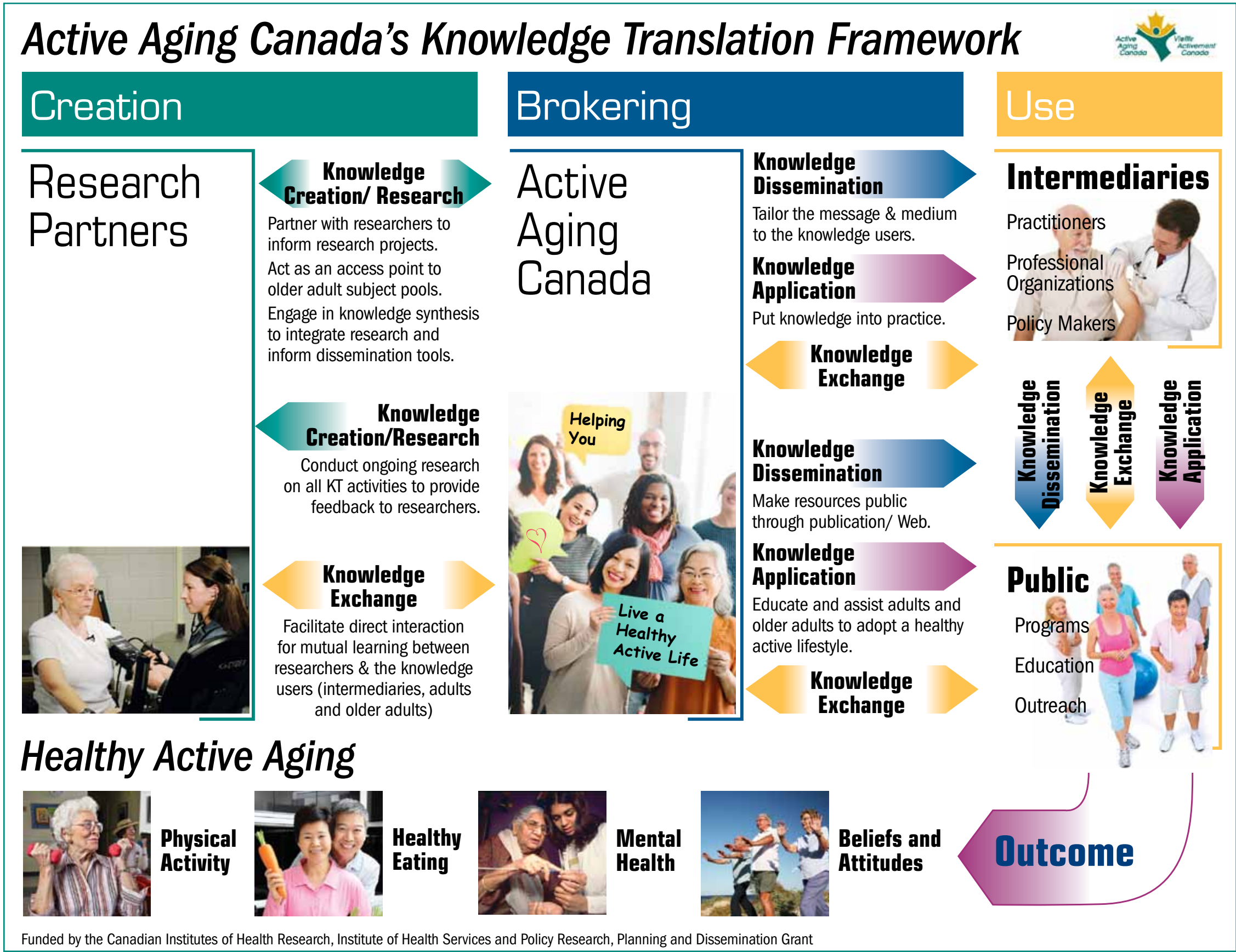
Mekayla Dionne	Summer Student & Videographer
John Griffin	Video Guest Lecturer
Tonia Hearst	Administrative Assistant
Claire Jobidon	French Translation
Sally Lang	Clear Language Editor
Ward Maxwell	Graphic Designer
Andrew Wilczynski	Web Master
Lilia Zaytseva	Translation & Consulting

Mall Mover Fitness Instructors

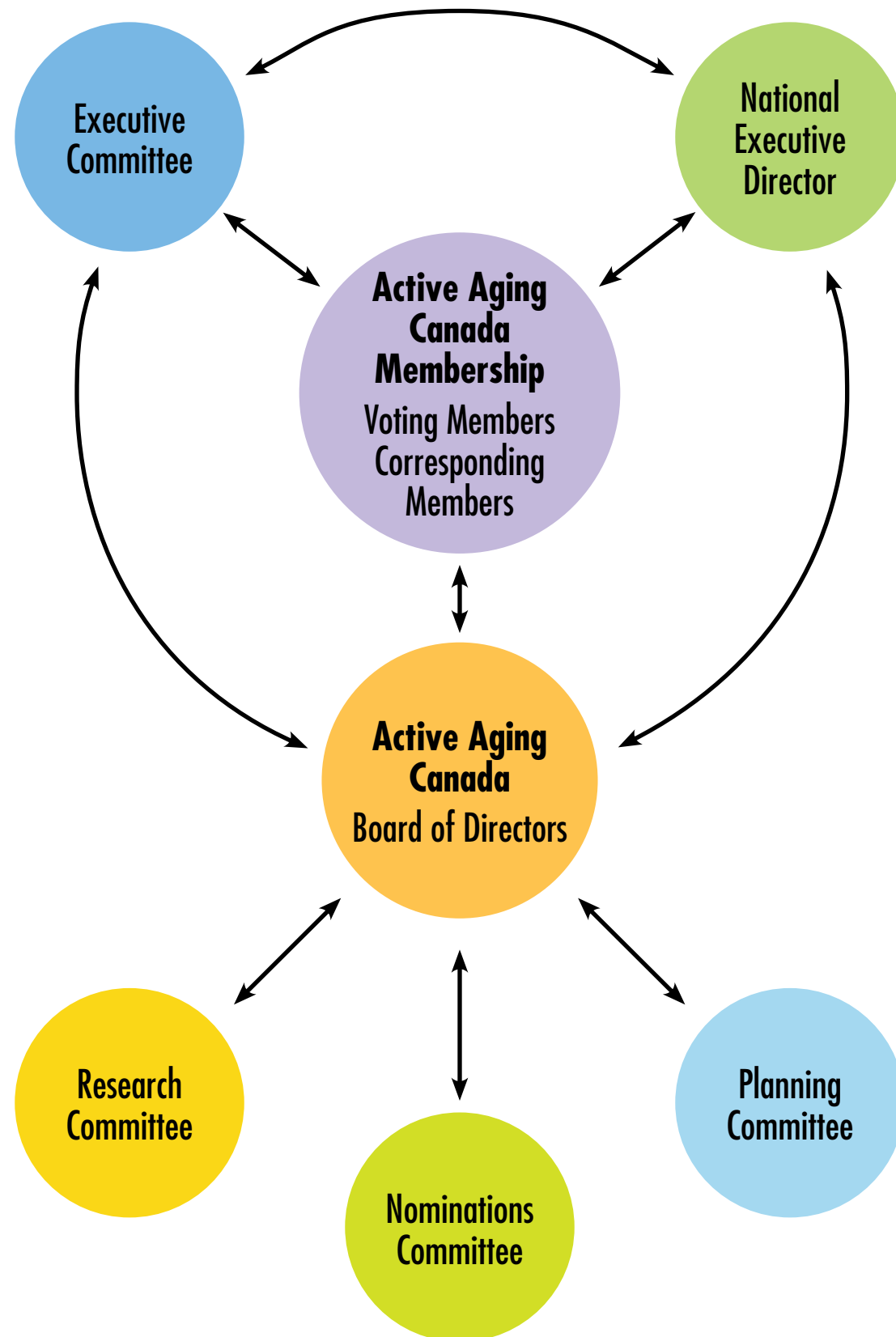
Lucy Arkell
Anna Azaryan
Yasmina Barria
Luisa DiSimone
Serena Kim
Chris Moffett
Cinthya Narvaez
Gina Sorino
Michelle Wu



Knowledge Translation Framework



Active Aging Canada Organizational Structure



Report Of The Independent Auditor On The Summary Financial Statements

**To the Members,
Active Aging Canada Inc./ Vieillir Activement Canada Inc.**

The accompanying summary financial statements, which comprise the statement of financial position as at March 31, 2017, and the statement of operations and changes in net assets for the year then ended, and the related note, are derived from the audited financial statements of Active Aging Canada Inc./ Vieillir Activement Canada Inc. for the year ended March 31, 2017. We expressed an unqualified audit opinion on those financial statements in our report dated June 26, 2017. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not for profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Active Aging Canada Inc./ Vieillir Activement Canada Inc..

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in Note 1.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Active Aging Canada Inc./ Vieillir Activement Canada Inc. for the year ended March 31, 2017 are a fair summary of those financial statements, on the basis described in Note 1.

Cowperthwaite Mehta

Chartered Accountants
Licensed Public Accountants

June 26, 2017
Toronto, Ontario

Summary Statement of Financial Position *As At March 31, 2017*

	2017	2016
ASSETS		
Current assets		
Cash	\$ 28,865	\$ 40,967
Accounts receivable	<u>1,801</u>	<u>29,357</u>
TOTAL ASSETS	<u>\$ 30,666</u>	<u>\$ 70,324</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued liabilities	\$ 6,412	\$ 5,521
Deferred revenue	<u>12,169</u>	<u>48,092</u>
Total liabilities	<u>18,581</u>	<u>53,613</u>
Net assets		
Designated	8,000	8,000
Unrestricted	<u>4,085</u>	<u>8,711</u>
	<u>12,085</u>	<u>16,711</u>
	<u>\$ 30,666</u>	<u>\$ 70,324</u>

Note 1.

The criteria applied by management in the preparation of these summary financial statements are as follows:

- the information in the summarized financial statements is in agreement with the related information in the complete financial statements; and
- the summarized financial statements contain all the information necessary to avoid distorting or obscuring matters disclosed in the complete financial statements, including the notes therein.

Management determined that the statement of changes in net assets and the statement of cash flows do not provide additional, useful information, and as such have not included them as part of the summary financial statements.

Summary Statement of Operations and Changes in Net Assets *As At March 31, 2017*

	2017	2016
REVENUE		
Government contributions	\$ 90,430	\$ 101,857
Membership fees	3,825	4,210
Corporate sponsorship		4,003
Other	<u>4,083</u>	<u>97</u>
	<u>98,338</u>	<u>110,167</u>
EXPENSES		
Personnel	71,297	61,303
Materials and office supplies	15,358	27,102
Travel and accommodations	8,936	4,742
Evaluation and dissemination	3,542	4,361
Premises	2,761	3,579
Purchased services	<u>1,070</u>	<u>2,011</u>
	<u>102,964</u>	<u>103,098</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	(4,626)	7,069
Net assets, beginning of year	<u>16,711</u>	<u>9,642</u>
NET ASSETS, END OF YEAR	<u>\$ 12,085</u>	<u>\$ 16,711</u>



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