

# Working together to support healthy, active aging



# Table of Contents

About Us .....	1
A Year in Review .....	2
Working together to support healthy, active aging .....	2
From the Chair, Debbie Brown .....	6
Executive .....	7
Board of Directors .....	7
Voting Members .....	7
Corresponding Members .....	7
Corporate Members .....	7
Honourary Members .....	7
Individual Members .....	7
Past Board Members .....	7
Volunteer Committee Members .....	7
Organizational Structure .....	8
Strategic Direction and Theory of Change .....	9
2023 Financial Statements .....	10

# About Us

**A**ctive 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. We are an organization that survives on project-by-project funding from local, provincial, and federal agencies. This does provide us with the opportunity to create a diverse range of health promotion resources and projects based on funding requests, but it also puts severe financial challenges on the operations of the organization. Our membership is vital to our ability to reach older adults across Canada. We value our membership and their contribution to this organization. The membership consists of organizations at the national, provincial, and local levels, and individuals, all who support and value our vision and mission statements.



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.

Please visit our website [www.activeagingcanada.ca](http://www.activeagingcanada.ca) to learn more about our organization.



## A Year in Review

# Working together to support healthy, active aging

**A**ctive Aging Canada continues to develop and position our role as [knowledge brokers](#) in the area of physical activity and aging. Now, our goal is to strengthen and expand our network of knowledge producers and knowledge users. 2022/23 was a year that demonstrated the success of our focus on partnership engagement.



Parachute is Canada's national charity dedicated to injury prevention. Our collaboration with Parachute began when we produced an Active Aging Canada Network [article on the topic of Falls Prevention](#) to highlight data on older Canadians from Parachute's 2021 Cost of Injury report. We subsequently joined their Falls Prevention Collective (a group of multi-sector and multi-discipline experts that play a role in fall prevention) and in 2022, we assisted in the planning and facilitation of their "For Seniors by Seniors" [community conversations project](#) on the topic of aging in place. During Fall 2022 and Winter 2023, a series of four Community Conversations online events were held on various topics related to aging in place, including one event on the topic of physical activity. Significant insight was gathered on issues that matter to older Canadian when it comes to aging in place healthily and safely. More information on Parachute's resources can be found on their [Falls in Seniors](#) webpage.

Active Aging Canada has been invited to become a National Advisory Committee member for the AIMMS Canadian Institute of Health Research funded project being conducted by Canadian researchers. "Understanding how to Attract, Adapt, Implement and Sustain" is a fall prevention exercise program in Community Settings project that seeks to reduce falls in Canada by promoting and supporting an evidence-based fall prevention exercise program across Canada. The national committee of diverse

stakeholders will focus on how to attract older Canadians to participate in falls prevention exercise programs. We will also assist those offering programs to adapt their programs to meet evidence-based recommendations. In order to build a capacity of qualified instructors, this past Spring we assisted in the promotion of recruitment and expansion of peer older adults by offering the [Zoomers on the Go](#) falls prevention exercise program.

Active Aging Canada is pleased to be part of the impact campaign for a documentary film entitled [Unsynchable](#). The film, produced by Canadian TellTale productions, shares stories of Seniors in their sixties and beyond who make a splash as they hold back the hands of time and celebrate the beauty, strength, and joy they have found in synchronized swimming. Our Older Adult Advisory Committee was happy to act as a pre-screening focus group for the film. We are thankful to the documentary sponsors who provided free tickets to the film premiere at the Hot Docs film festival in Toronto this past Spring to our network organizations. We look forward to assisting in the promotion of more film screenings across Canada in the Fall of 2023.



## Funded Projects

With the help of a Province of Ontario 2022-2023 Seniors Community grant, we are pleased to partner with our member organization [Art Your Service](#) to provide free access to their online older adult programming. Part of our mandate is to identify older adults who experience barriers to active aging. Both homebound older adults and their caretakers face unique challenges in accessing social and recreational opportunities. The online older adult programming project seeks to provide a way for people to stay socially connected and reduce feelings of isolation from home. We thank our community home care partners for promoting this opportunity to their members. Feedback from participants validated our efforts as they indicated that without the availability of online programming, they would not have otherwise been able to participate in recreational classes, which also increased their social interactions with peers.

Older adults often do not know how to begin to be more active, nor how to start safely. This is a critical issue for immigrant older adults who are at greater risk for being inactive. Following the success of our [“Physical Activity for Older Adults”](#) booklet in English and French, we removed an identified barrier to accessing and understanding healthy lifestyle information: English proficiency. With a CIHR Institute of Aging Voluntary Sector Award Grant, we were able to support healthy aging among the Canadian older adult population whose primary



spoken language is other than the two official languages. The grant allowed AAC to translate our “Physical Activity for Older Adults” booklet into 12 additional languages. As well, the funding allowed us to promote and provide, free printed copies in each of the 12 languages.

## Active Aging Canada in the Media

Active Aging Canada was proud to contribute two media articles to Media Planet’s special issues on healthy aging called “Empowering Aging Canadians.” The first article described the many factors that have been identified in the “Support of Getting and Staying Active.” These include knowing and valuing the benefits of physical activity and having the motivation and confidence to do activities safely. All these factors are part of what is called “physical activity literacy.”

<https://www.healthinsight.ca/advocacy/empowering-seniors/activeagingcanada-supporting-seniors-in-getting-and-staying-active/>

The second article, “Support Your Immune System with Active Aging” describes how staying active as we age pays off in many ways; including helping our bodies fight illness. A print version of the article was also printed in the Toronto Star.

<https://www.healthinsight.ca/advocacy/advocacy-archive/support-your-immune-system-with-active-aging/>

## Active Agers

In 2022, we made the call for Active Agers in Canada to unite. As part of a 2021-2022 federal New Horizons for Seniors grant, we recruited older Canadians across Canada to share their stories of active aging. Research tells us that socio-cultural norms and expectations can influence physical activity, particularly among older persons. Sharing and promoting images of older adults of varying abilities, varying backgrounds, engaging in a variety of activities helps to foster confidence and increase motivation for others to be active. From Vancouver Island to Alberta to Quebec, we enjoyed hearing about why our Active Agers keep moving and what their advice is to others. You can see the videos of these great role models on our YouTube page and you can share your stories on our Facebook Active Agers Group.





## Top Active Aging Network Article of 2022

Active Aging Canada's Active Aging Network articles are easy-to-read and share articles on current topics related to active aging. Based on current research, we provide evidence-based information to increase the physical literacy of Canadian older adults. In 2022, the most popular article based on social media engagement and downloads was "Step into Spring! Walking for Health." This article summarized the history behind 'step counts' in walking for health and what the current research says about just how many steps we need to be healthy. Hint, we need to aim for 6000-8000 steps per day! [Read the full article here.](#)

## Going Forward

Active Aging Canada continues to speak to the older adult community about the importance of maintaining good health as the best way to maintain quality of life throughout all ages.

Our mandate continues to be about increasing knowledge of the benefits of physical activity as we get older.

We continue to focus on recreational activities to those with limited access, and to leverage our reach to promote our partner's activities.

Feedback from our projects from both older adults and organizations that work with older adults has been positive and reaffirm our efforts.

Active Aging Canada will continue to build on our past year's accomplishments. We look forward to reconnecting with our members and growing our membership. Let's all work together to support active aging in Canada!



# From the Chair, Debbie Brown

**A**ctive Aging Canada has worked hard over the past year to continue to inform, educate, motivate, and inspire older Canadian adults to lead active and healthy lifestyles.

Our goal to partner with reputable national organizations to develop and promote physical, social, mental, emotional & spiritual health and wellbeing of older adults remains our priority.

Active Aging Canada and our dedicated partners have accomplished a great deal in 2022-2023. We were pleased to support and promote projects led by Parachute Canada, TellTale productions, and researchers of the Canadian AIMMS falls prevention study. We also received funding to once again partner with our member organization, Art Your Service as well as with Sanofi Canada. As always, we are grateful to our larger network for their continued support in disseminating and sharing our project activities to their wider audiences.



This upcoming year shows great promise. AAC continues to partner with organizations and the research community to disseminate important information and programs to older adults across Canada. Our current projects include assisting researchers from McGill University in Montreal to disseminate a newly developed older adult quality of life tool. This tool can be used by organizations to assess their program's impact on their members. With funding from the federal government's New Horizons for Seniors program, we are again partnering with our member organization, Art Your Service to increase the number of older adults offering online recreational programming to fellow older Canadians. And with a CIHR Institute of Aging grant, we are promoting resources available to health care practitioners so they may support and promote active aging among their clients/patients. Our range of activities and partners target the various levels of influence on healthy lifestyles; all in the goal of promoting active aging in Canada.

As we strive to establish a Canadian home for the Active Aging Canada office, staff and the Board are confident that the year ahead will be filled with opportunities for AAC to exceed our mandate.



# Executive

Past Chairman  
**Ron Ferguson PhD**, Montreal, QC  
John Molson School of Business, Concordia University

Chair  
**Debbie Brown**, Regina, SK

Vice Chair  
**Michelle Porter PhD**, Winnipeg, MB  
University of Manitoba Centre on Aging\*

Treasurer  
**Doug Nutting**, Sidney, BC  
Active Living Alliance for Canadians with a Disability

\* completed term as Vice Chair at the AGM in 2022

# Board of Directors

Chair  
**Debbie Brown**, Regina, SK

Directors  
**Doug Nutting**, Sidney, BC  
Active Living Alliance for Canadians with a Disability

**Jane Schneiderman PhD**, Toronto, ON  
Canadian Society for Exercise Physiology

**Bradley Young PhD**, Ottawa, ON  
U of Ottawa \*

\* Resigned during year

# Voting Members

- Active Aging in Manitoba
- Active Living Alliance for Canadians with a Disability
- Canadian Association of Occupational Therapists
- Canadian Physiotherapy Association
- Canadian Centre for Activity and Aging
- Canada 55+ 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

# Corresponding Members

- Better Living Health & Community Services
- Centres for Seniors Windsor
- Community Links
- Cummings Jewish Centre for Seniors
- Hamilton Jewish Family Services
- Jewish Child and Family Service
- Pictou County Council of Seniors / Outreach

# Corporate Members

**Nicole Didyk MD, The Wrinkle**



**Metro Foods**

**Art Your Service**



# Honourary Members

- Margaret Barbour
- Jim Evanchuk
- Don Fletcher
- Jim Hamilton
- Sandra Hartley
- Barbara Hood
- Charles Keple
- Philippe Markon
- Rosanne Prinsen
- Charles Rice
- Sheila Schuehlein
- Anne Skuba
- Bert Taylor (Deceased 2023)

# Individual Members

- Janet Claes
- Maria Dame
- Ron Ferguson
- Claude Laroche
- Peter Lehman
- Cinnie Noble
- Anne Van Norman
- Curt Schroeder
- Barbara Wolfe
- Bradley Young

# Past Board Members

Our sincere thanks to those who have served on the Board of Directors or as Guardians since our inception. Our success over the years is largely due to the support and commitment from a long list of volunteers. We can all be proud of the accomplishments of this organization.

- Melissa Anderson
- Margaret Barbour
- Frank Bellamy
- Gabriel Blouin
- Sue Boreskie
- Jack Brownell
- Jennifer Dechaine
- Denise Desautels
- Denis Drouin
- Jim Evanchuk
- Clara Fitzgerald
- Don Fletcher
- Joyce Gordon
- Brenda Hadju
- Jim Hamilton
- Sandy Hartley
- Barbara Hood

- Isla Horvath
- Gareth Jones
- Charles Keple
- Bill Krever
- Archie MacKeigan
- Mary MacLellan
- Philippe Markon
- Carol Miller
- Suzette Montreuil
- Val Nielsen
- Peter Nordland
- Michelle Porter
- Rosanne Prinsen
- Sharon Purvis
- Charles Rice
- Holly Schick
- Sheila Schuehlein
- Mike Sharratt
- Anne Skuba
- Liza Stathokostas
- Bert Taylor
- Darene Toal-Sullivan
- Don Wackley
- Brenda Wong

# Volunteer Committee Members

Our projects rely heavily on experts and stakeholders from a variety of fields across Canada. These individuals agree to volunteer their time and to share their expertise with us, to ensure that our resources are based on the current evidence of the day and meet the needs of older adults. Our sincere thanks to the following individuals for their contributions to Active Aging Canada.

# Research Committee Members

- Dr. Michelle Porter, PhD**  
Director, Centre on Aging  
University of Manitoba
- Dr. Meghan McDonough, PhD**  
Professor, Faculty of Kinesiology  
University of Calgary
- Dr. Laura Middleton, PhD**  
Associate Professor and Schlegel Research Chair  
Department of Kinesiology and Health Sciences  
University of Waterloo
- Dr. Nicolas Berryman, PhD**  
Centre de Recherche de l’Institut Universitaire de Gériatrie de Montréal  
Université du Québec à Montréal
- Dr. Scott Kehler, PhD**  
Faculty of Health, School of Physical Therapy  
Dalhousie University
- Older Adult Advisory Committee Members**
- Josie d’Avernas**, ON
- Don Fletcher**, MB
- Anthony Gizzie**, ON
- Peter Lehman**, ON
- Philippe Markon PhD**, QC
- Kamal Parmar**, BC
- Laura Surman**, ON

# Retirements

Our long-time administrative assistant, **Tonia Hearst**, retired in December 2022. We thank Tonia and are so appreciative of her commitment, support and the great work she did with Active Aging Canada. We wish Tonia all the best as she moves into retirement mode.

# In Memoria

We were saddened by the loss of a great supporter and friend of Active Aging Canada this past year. **Bert Taylor, PhD** was a champion of active aging in Canada and we were honoured that Bert was part of our organization (then ALCOA) as Board Vice-chair from 2010-2012 and then Chair 2012-2015.

# Staff & Consultants

The organization would not be here without the support, hard work, and dedication that we received from these valuable individuals this past year. Our sincere thank you to everyone who kept this organization moving forward.

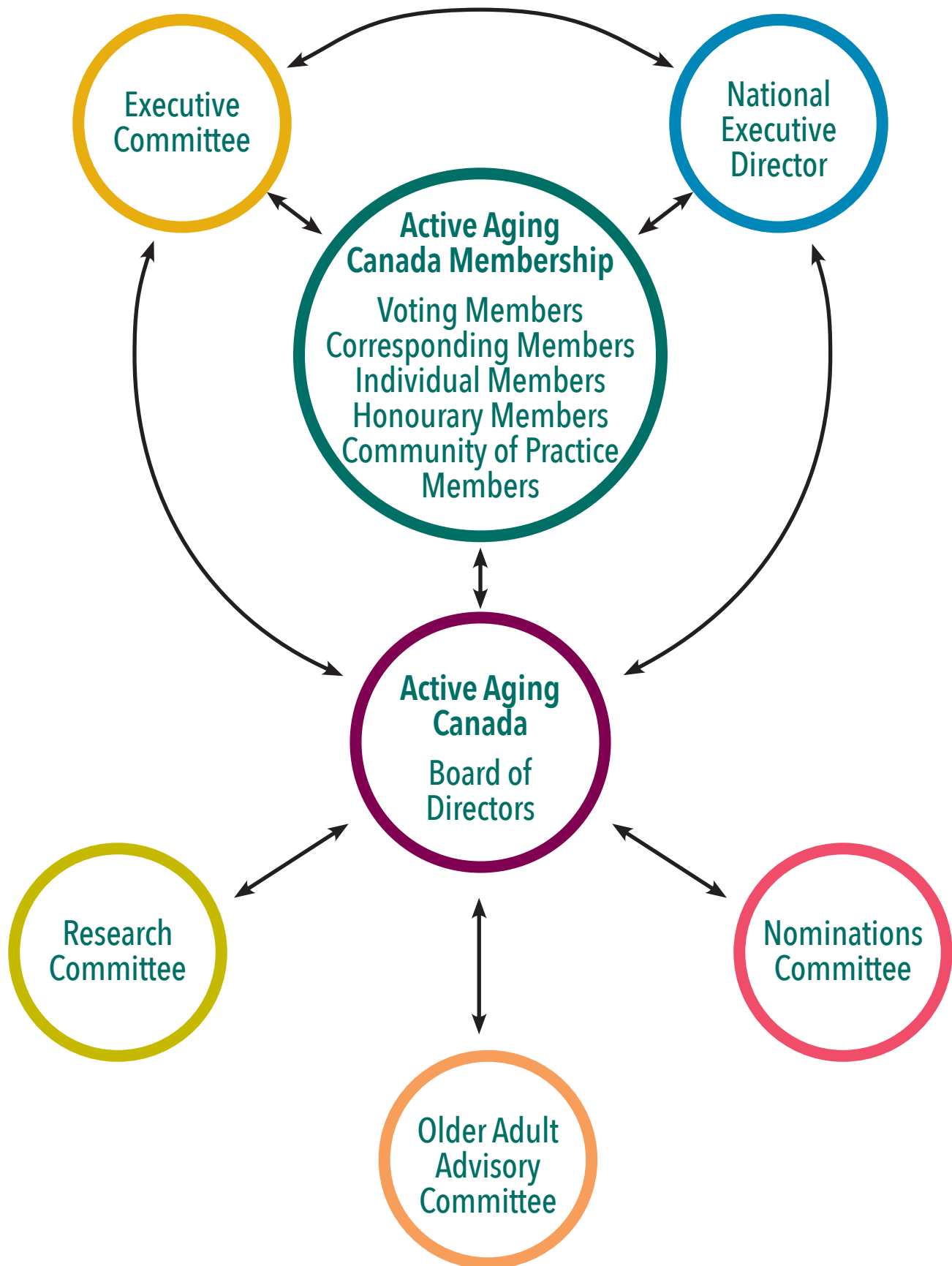
- Kathy Barrett**, Bookkeeper
- Patsy Beattie-Huggan**, Facilitator
- Claire Jobidon**, French Translation
- Wendy Kraglund-Gauthier**, Adult Education and Technology
- Ward Maxwell**, Marketing and Communications Director
- Sally McBeth**, Clear Language Editor
- Kyle McTaggart**, Digital Media Consultant
- Nishka Smith**, Evaluator
- Liza Stathokostas**, Research Director
- Andrew Wilczynski**, Web Master
- Lilia Zaytseva**, Translation & Consulting

# Donations

Our sincere thanks to all those who have donated to Active Aging Canada. Your support is always greatly appreciated.

- Anonymous**
- Canada Helps, Partner Giving**
- Sandra Hartley**
- Elaine Mendicino**

# Organizational Structure





# Strategic Direction and Theory of Change

## Active Aging Canada Strategic Direction and Theory of Change April 15, 2021

Supporting lifelong healthy active aging of adult Canadians through participation, education, research, and promotion

	Promoting Older Adults and Active Living	Knowledge Translation of Research to Practice	Communication, Collaboration and Coordination	Leadership and Accountability
Objectives	<b>To develop and disseminate evidence based messaging</b> that promotes older adults, active aging and reduced impact of chronic disease for older adults in Canada	<b>To facilitate knowledge translation of research to practice</b> integrating input of older adults and practitioners in promoting healthy aging.	<b>To foster</b> communication, collaboration and coordination for active aging amongst Active Aging Canada members, older adults and stakeholder organizations.	<b>To effectively achieve</b> the objectives of the organization, evaluate and make transparent its management and impact.
Activities	<b>Identify effective channels for reaching older adults</b> and their circle of support <b>Submit abstracts</b> , attend conferences, fairs <b>Submit articles</b> to be published in local papers, social media, professional journals and magazines <b>Profile resources</b> on Active Aging Canada and partner websites <b>Distribute communication “soundbites”</b> through the Active Aging Canada database <b>Disseminate resources</b> , e.g., Passport materials <b>Facilitate Workshops</b> <b>Advocate</b> for policies and programs that support older adults and promote healthy aging	<b>Form and nurture a Community of Practice</b> of practitioners, facilitators, educators, administrators and researchers in sharing, disseminating, and applying knowledge of the key role of active aging in lifelong healthy aging <b>Form and nurture a Research Advisory Committee</b> and Older Adult Advisory Committee <b>Incorporate feedback from knowledge users</b> on unmet needs, what works, and how to improve implementation of research in a Knowledge Translation Framework, <b>Engage in projects</b> for Knowledge Translation <b>Develop evidence based resources</b> to support healthy living Offer training opportunities	<b>Enhance Active Aging Canada database</b> to extend reach to more stakeholders and older adults <b>Expand membership at all levels:</b> voting, corresponding, corporate, individual <b>Re-establish working committees:</b> Older Adult Advisory Committee and Membership Committee <b>Consult Active Aging Canada membership</b> and older adult groups across Canada <b>Meet</b> with key decision makers, stakeholders <b>Develop</b> communication and marketing materials	<b>Establish and maintain Board of Directors</b> <b>Develop and renew</b> Vision, Mission, Values, Strategic Direction, clarifying roles and responsibilities <b>Develop</b> policies to guide operations <b>Hire, manage</b> contracts, e.g. Executive Director <b>Provide oversight to operations</b> ensuring adherence to policies and values <b>Ensure accountable</b> financial management <b>Ensure &amp; manage</b> communication with members, stakeholders <b>Ensure effective processes</b> to manage project progress <b>Ensure required reports</b> and funding proposals are submitted in a timely manner
Target Groups	Community Organizations Researchers Educators Media Older adults Government	Community of Practice Research Director, Research Committee Adult education specialists; Educators Researchers Practitioners Older adults	Active Aging Canada Board of Directors, AAC Membership Community Leaders, trainers, educators Policy makers, Public Older adults Allied health organizations Media	Active Aging Canada Board Project Manager, Team Contractors, Partners Funding agencies AAC Membership
Outputs	Website: links to resources, Blogs; Articles; Daily Dose exercises; Resources: Active Living Tips; Research Updates; Overcoming ageism and active living; Programs: Personal Passport; Framework for program design for cancer patients; Mall Movers	Reports and recommendations Material translated in multiple languages Web-based material	Active Aging Canada Database Website and social media analytics Zoom recordings, PowerPoint presentations Conference abstracts; record of meetings Active Aging Canada Annual Reports & newsletters	Website, policy manual Minutes, workplans, contracts Financial reports Progress Reports, Project Reports Evaluation Reports
Short Term Outcomes	<b>Evidence based messages are communicated</b> through multiple channels to motivate healthy aging and active living amongst older adults	<b>Researchers collaborate with practitioners and older adults</b> to generate evidence to improve practice and create accessible resources that promote healthy aging and manage chronic disease amongst older adults	<b>Increased membership and outreach</b> are successful, influencing policy makers, professionals, community leaders and older adults to work together in fostering healthy living in older adults	<b>A Board of Directors and staff</b> support transparency, efficiency and accountability at all levels to sustain and promote activities of the organization

# 2023 Financial Statements

## Active Aging Canada Inc./ Vieillir Activement Canada Inc. Statement Of Financial Position

As at March 31, 2023

	2022	2023
<b>ASSETS</b>		
<b>Current assets</b>		
Cash	\$ 22,129	\$ 5,705
Amounts receivable	3,617	7,330
HST rebate recoverable	18,765	2,683
Prepaid expenses	-	-
	<u>\$ 44,510</u>	<u>\$ 15,718</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Amounts payable and accrued liabilities	\$ 7,650	\$ 90
Payroll source deductions payable	2,321	-53
Deferred revenue	<u>9,900</u>	<u>9,840</u>
	<u>\$ 19,871</u>	<u>\$ 9,877</u>
<b>Net assets</b>		
Designated funds	3,000	3,000
Unrestricted	<u>21,640</u>	<u>2,841</u>
	<u>24,640</u>	<u>5,841</u>
	<u>\$ 44,510</u>	<u>\$ 15,718</u>



**Active Aging Canada Inc./ Vieillir Activement Canada Inc.**  
**Statement of Operations and Changes in Net Assets**

**For The Year Ended March 31, 2023**

	2022	2023
<b>REVENUE</b>		
Government Contributions	\$ 1,001,786	\$ 68,866
Membership fees	4,900	75
Interest	14	-
	<u>1,006,700</u>	<u>68,941</u>
<b>EXPENSES</b>		
Program	834,630	39,311
Personnel	122,383	26,361
Office and general	24,872	20,065
Professional fees	8,844	-
Occupancy	2,400	-
Travel	1,062	-
Insurance	583	626
	<u>994,774</u>	<u>86,364</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	11,926	(17,497)
Net assets, beginning of year	<u>12,714</u>	<u>23,337</u>
<b>NET ASSETS, END OF YEAR</b>	<u><u>\$ 24,640</u></u>	<u><u>\$ 5,840</u></u>

Approved on behalf of the Board:

Debbie Brown  
Board Chair



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