

ANNUAL REPORT 2005/2006

ALCOA



ALCOA Roundtable Member Organizations 2005/06

- Active Living Alliance of Canadians with a Disability
- Alberta Centre for Active Living
- Canadian Academy of Sport Medicine
- Canadian Association for the Advancement of Women and Sport and Physical Activity
- 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
- National Indian & Inuit Community Health Representatives Organization
- Older Adult Centres' Association of Ontario
- Ontario Coalition of Senior Citizens Organizations
- Osteoporosis Canada
- Saskatchewan Seniors Mechanism
- VON Canada
- Waterloo Research Institute for Aging
- YMCA Canada

ALCOA Corresponding Member organizations 2005/06

- City of Regina
- Co-operative Housing Federation of Canada
- Cummings Jewish Centre for Seniors (CJCS)
- Federal Superannuates National Association
- RTO/ERO

ALCOA Corporate Members 2005/06

- Aventis Pharma Inc.
- Merck Frosst Inc.

ALCOA Corresponding Members approved for 2006/07

- Greater Edmonton Foundation: Housing for Seniors, Edmonton, AB
- Inglewood Silver Threads Association, Calgary, AB
- Sagitawa Friendship Centre, Peace River, AB
- Seniors Association of Greater Edmonton (SAGE), Edmonton, AB
- Bowen Park Seniors, Nanaimo, BC
- Britannia Community Services Seniors Centre, Vancouver, BC
- City of Campbell River Parks and Recreation, Campbell River, BC
- Gabriola Senior Citizen's Association, Gabriola, BC
- Kyle Centre - City of Port Moody, Port Moody, BC
- North Shore Neighbourhood House / John Braithwaite Community Centre, North Vancouver, BC
- Rutland Senior Centre, Kelowna, BC
- South Granville Seniors Centre, Vancouver, BC
- S.U.C.C.E.S.S. Multi-Level Care Society, Vancouver, BC
- Water Street Senior Centre Society, Kelowna, BC
- West Vancouver Seniors' Activity Centre, West Vancouver, BC
- Ensemble chez soi, Notre-Dame-de-Lourdes, MB
- Good Neighbours Senior Centre, Winnipeg, MB
- Jewish Child and Family Service, Winnipeg, MB
- South Winnipeg Seniors Resource Council, Winnipeg, MB
- St. James / Assiniboia Seniors Centre Inc., Winnipeg, MB
- Swan River & District Community Resource Council, Swan River, MB
- Aïnés en Marche / Go Ahead Seniors, Moncton, NB
- St. Joseph's Community Health Centre - Saint John, NB
- Seniors Resource Centre, Saint John, NB
- Gander Bay Seniors, Victoria Cove, NL
- Happy Gang 50+ Handicrafts Inc., Reefs Hr. NL
- NWT Seniors' Society, Yellowknife, NT
- Cove Guest Home - Sydney, NS
- Indo-Canadian Senior Group of Nova Scotia, Bedford, NS
- Pictou County Council of Seniors / Outreach, Stellarton, NS
- Bernard Betel Centre for Creative Living, Toronto, ON
- Bruce Peninsula Seniors Connect, Lions Head, ON
- Cambridge 50+ Recreation Centres, Cambridge, ON
- Centres for Seniors Windsor, Windsor, ON
- City of Barrie Seniors Centres, Barrie, ON
- Don Mills Foundation for Seniors, Toronto, ON
- Evergreen Seniors Centre, Guelph, ON
- Horton Street Senior Centre, London, ON
- Ingersoll Seniors Centre, Ingersoll, ON
- Kingston Community Health Centres, Kingston, ON
- Lakeshore Community Services, Belle River, ON
- Pioneer Club # 158, Atikokan, ON
- Seniors Association Kingston Region, Kingston, ON
- Community Programs, Town of Milton, Milton, ON
- Town of Whitby Seniors' Services, Whitby, ON
- Welcome Inn Community Centre, Hamilton, ON
- West St. Catharines Seniors, St. Catharines, ON
- Les Amis de Lamater, Terrebonne, QC
- NDG Senior Citizens' Council Inc., Montreal, QC
- Saskatoon Council on Aging, Saskatoon, SK

Chair's Report



ALCOA's position in Canada as the leader in promoting a healthy, active lifestyle for older Canadians has further strengthened this past year. In partnership with its twenty-four member organizations new and productive initiatives have resulted in a stronger influence on the lives of the nation's older adult population.

This past year three important projects were embarked upon and an additional project finished which started last year. The first project builds on the coalition's strong assembly of national Roundtable members. Fifty new corresponding members have been recruited. These new members are community based adult & seniors centres and add a new level of national outreach from almost every province and territory in the country. Funded by the federal Office of the Volunteer Sector the successful outcome resulted in the building of a social support network, providing and sharing information on the needs and concerns of older adults at the grass roots level.

The second major project pertained to the national Health Policy Project which addressed recommendations by ALCOA on how healthy active living could be advanced along the four directions of the Healthy Living Strategy. This knowledge was a result of numerous volunteers from the coalition.

The third major project took the form of another successful edition of ALCOA's highly recognized Research Update. The latest edition is on physical activity and mental health and clearly shows that physical activity has beneficial effects on mental health - specifically in the areas of depression, anxiety and cognitive function.

In addition ALCOA, in partnership with the Osteoporosis Society of Canada and the Canadian Association of Retired Persons (CARP), launched a campaign to raise awareness about osteoporosis and promote active living for individuals who have the disease. As a focus point of

the campaign a Fabulous for Life Calendar was created featuring twelve men and women who have not surrendered to the disease and have continued to be models of active Canadians. Initiated last year, the project was successfully completed this year.

Alliances, partnerships and other collaborative opportunities will continue to hold a strong focus as the Coalition moves toward another active year. Additional corporate alliances will be sought with vigour. Plans have been initiated to work with the Canadian Institutes of Health Research in partnering a meeting of ALCOA members and members of CIHR looking at, among other topics, Mobility in Aging.

A quarterly newsletter was initiated this year to help meet the challenge of keeping our members informed and updated on activities happening among coalition partners and focusing on outstanding volunteers within these groups.

Optimism is high that new project opportunities will occur with the federal Office of the Volunteer Sector and the Public Health Agency of Canada. Past, current and future projects provide guidelines and recommendations to national government leaders on the wise placement of resources insuring effective and efficiently designed programs for older Canadians.

Finally, I would be remiss if I did not offer my sincere appreciation to the members of the Executive Committee: Michelle Porter, Vice Chair; Darene Toal-Sullivan, Secretary and Margaret Barbour, Treasurer for their unqualified support. Their considerable time and ongoing efforts have been instrumental in ALCOA's successful year, a strong team! Thanks also go to the Executive Director and his staff for their daily contributions.

- Jack Brownell



Executive Director's Report

The Health Policy Project was a major ALCOA initiative in 2005/06. Through this project ALCOA, in partnership with its member and partner organizations, used the Government's Healthy Living Strategy framework to look at ways to further promote active living for older adults. Another major undertaking by ALCOA this year was the Membership Project. This project more than doubled ALCOA's membership base and the new members have significantly enhanced ALCOA's capacity to efficiently and effectively launch community level initiatives. These concrete developments have a strategic significance for ALCOA and for the active living and healthy aging sector of Canada.

The ALCOA Health Policy Project developed on the Public Health Agency of Canada's Healthy Living Strategy framework. The ALCOA project came up with recommendations to promote active living for older adults and ALCOA used a very participatory process to arrive at, and rank, the 28 recommendations that were produced by the project. The process included the participation of 24 ALCOA member and partner organizations.

The ALCOA Membership Project has resulted in 50 new Corresponding members. These new members are community based organizations and include community centres and older adult centres. To make the relationship with these new members more meaningful ALCOA has put in place several mechanisms to facilitate engagement and communication.

This year ALCOA continued to successfully deliver its contribution to making research more accessible by publishing a new issue of the Research Update on physical activity and mental health. ALCOA distributed around 7000 copies of the Research Updates during the year.

ALCOA was able to combat ageism and promote active living through the positive portrayal of active older adults

in the Fabulous for Life Calendar. The calendar was a joint project of Osteoporosis Canada, ALCOA, and Canada's Association for the Fifty-Plus (CARP). The project raised awareness about osteoporosis and promoted healthy active living by celebrating those Canadians with osteoporosis who are committed to an active lifestyle.

For me the daily work of project implementation is nestled between two emotional highs. It begins with the excitement of receiving approval for funding and culminates with the satisfaction of successfully completing the project. In my three years as the Executive Director of ALCOA I have written eight successful proposals for funding and each of these proposals has been successfully implemented with the active participation of ALCOA member organizations. The projects completed in the last three years have all contributed to promoting active living for older adults, but I see the projects completed this year as having a special relevance to the future of ALCOA.

Another project that will contribute to strengthening ALCOA is the Governance Project proposal I wrote earlier this year. This project aims to improve ALCOA's governance through strengthening inclusiveness and accountability, and we are optimistic that this project might receive funding. I applaud the Executive Committee and the Board (Guardians) for endorsing this project proposal and see it as a clear indication of the Board's commitment towards achieving excellence in all spheres of ALCOA's work.

This year has again afforded me the privilege of improving lives by working closely with ALCOA's member and partner organizations, Board members, volunteers and staff. I am grateful to the Public Health Agency of Canada and to Merck Frosst for the financial support they provided ALCOA.

-Imran Syed

ALCOA Health Policy Project

Promoting the Health of Older Adults through the Health Living Strategy

This year ALCOA took the Government of Canada's Healthy living Strategy (HLS) and developed on this recently instituted important health policy framework to further promote the health of older adults in Canada.



ALCOA implemented this project with the active engagement of ALCOA partner and member organizations. At the beginning of the project ALCOA established four Health Policy Committees (HPC) with representatives from 15 organizations. The input of the ALCOA partner organizations yielded 28 recommendations. An inclusive and interactive ranking process was undertaken at an in-person meeting with 22 participants from 19 organizations. The participants at the meeting identified five priority areas for ALCOA to focus on:-

- 1 There is need to ensure that the active living for older adults sector is recognized as an important area of health policy implementation and that organizations and projects in this area are consistently and increasingly supported by funding.
- 2 There is a need for using the mass media to reach a national audience with the benefits of physical activity for older adults.
- 3 There is a need for working with health care professionals and their associations to jointly develop initiatives that will promote the health of older adults through physical activity.
- 4 There is a strong case for designing programs that are intergenerational and look at addressing certain health risk factors that cut across the generations.
- 5 There is a need to look at the enablers, triggers, or the motivators of regular physical activity among older adults and once this information is available there is a need to share it widely.

An evaluation of the project showed that the project had contributed significantly to improving the understanding of the HLS and all the participants surveyed indicated that the ALCOA Health Policy Project had facilitated their ability to use the HLS to develop future projects.

Representatives from the following organizations participated in making this project a success: Active Living Alliance of Canadians with a Disability, Alberta Centre for Active Living, Canadian Academy of Sport Medicine, Canadian Association for the Advancement of Women and Sport and Physical Activity, Canadian Association for Community Care, Canadian

Association of Occupational Therapists, Canadian Centre for Activity and Aging, Canadian Ethnocultural Council, Canadian Institute of Planners, Canadian Parks and Recreation Association, Canadian Physiotherapy Association, Canadian Senior Games Association, Canadian Society for Exercise Physiology, Fondation en Adaptation Motrice, Institute for Positive Health for Seniors, Manitoba Cardiac Institute, National Indian & Inuit Community Health Representatives Organization, Older Adult Centres' Association of Ontario, Ontario Coalition of Senior Citizens Organizations, Osteoporosis Canada, Saskatchewan Seniors Mechanism, VON Canada, Waterloo Research Institute for Aging, and YMCA Canada.

As a result of this project ALCOA was able to take the Healthy Living Strategy and significantly enhance the effectiveness of this important policy framework in promoting the health of older adults through active living.

Making Research More Accessible

This year ALCOA produced a Research Update issue on mental health and active living. The issue was titled Physical Activity and Mental Health and was authored by L.R. Brawley, PhD., Canada Research Chair in Physical Activity for Health Promotion and Disease Prevention; M.E. Jung, MSc. and K.E. Glazebrook, B.A.Hons., College of Kinesiology, University of Saskatchewan, Saskatoon, Saskatchewan.

The bilingual issue included a four page section aimed at health practitioners and fitness leaders; a two page "Tips" sheet aimed at older adults; a list of research references; and an evaluation sheet.

ALCOA also placed excerpts from the Research Update Ageism and Active Living: Recognizing Social Barriers to Older Adult Participation; which was authored by Sandy O'Brien Cousins, Ph.D.; in the November 2005 issue of the Active Living magazine. To ensure continuous improvement of the Research Update ALCOA conducted an evaluation of the Ageism issue.

This year ALCOA continued distribution of existing Research Updates issues and a total of 6890 copies were distributed between April 2005 and March 2006.

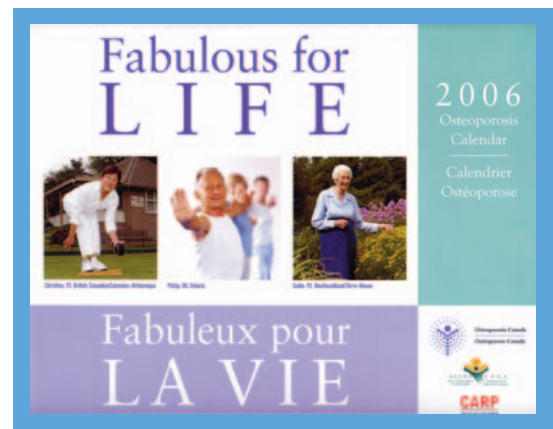
The Research Update was produced with advice and input from the ALCOA Research Working Group / Committee members. The Committee includes representatives from the following organizations: Canadian Society for Exercise Physiology, University of Quebec (Chicoutimi), University of Waterloo, Alberta Center for Active Living, Canadian Centre for Activity and Aging, Ontario Coalition of Senior Citizens Organizations.

Dr. Rob Patrella of the University of Western Ontario provided a medical review of the content of the Research Update.



Fabulous for Life Calendar

ALCOA did some important work to promote active living and to combat ageism through the positive portrayal of older adults and active living. Osteoporosis Canada, ALCOA, and Canada's Association for the Fifty-Plus (CARP) launched a national campaign to raise awareness about osteoporosis and promote healthy active living. To celebrate Canadians with osteoporosis, who are also committed to an active lifestyle, the three organizations created the first edition of the



Fabulous for Life calendar. Twelve men and women who have not 'surrendered' to their osteoporosis were featured in the calendar. Osteoporosis has a vast impact on the quality of life of those who have it and if it is not addressed through a healthy lifestyle which includes diet, exercise, calcium and vitamin D, in addition to medication, it can result in disfigurement, lowered self-esteem, reduction or loss of mobility, and decreased independence.

The Fabulous For Life calendar was printed and distributed in end 2005 and this project was supported by funding from Merck Frosst.

ALCOA Membership Project

The aim of the ALCOA Membership project was to put in place collaborative mechanisms to strengthen grassroots level engagement in promoting active living for older adults.

ALCOA undertook a membership drive that aimed at community based organizations such as seniors' centres and community centres.

The project was supported by the ALCOA Membership Committee which included representatives from the following groups: Alberta Centre for Active Living, ALCOA Older Adult Advisory, Canadian Association of Occupational Therapists, Canadian Senior Games Association, Fondation en Adaptation Motrice, Manitoba Cardiac Institute, Innovation-Action Inc., PEI Senior Citizen's Federation, and YMCA Canada.

As part of this project ALCOA was able to recruit 50 new Corresponding member organizations. The new Corresponding members cover 10 provinces and territories and the breakdown of the membership is as follows: Alberta - 4; British Columbia - 11; Manitoba - 6; New Brunswick - 3; Newfoundland - 2; Northwest Territories - 1; Nova Scotia - 3; Ontario - 17; Quebec - 2; and Saskatchewan - 1.

ALCOA has established a new communication vehicle called the ACBO News newsletter to facilitate communication with and from these new members.

Also, ALCOA has designed, printed and is disseminating the RMR Directory to the new members. This directory includes details of resources available with ALCOA Roundtable members.

The ACBO Committee is an important new committee that has been established to focus and facilitate the sharing of the perspective of the new Corresponding members. The members of the ACBO include representatives from the following organizations: Gabriola Senior Citizens, Gabriola, British Columbia; Don Mills Foundation for Seniors, Toronto, Ontario; Inglewood Silver Threads Association, Calgary, Alberta; NWT Seniors Society, Yellowknife, Northwest Territories; Pictou County Council of Seniors / Outreach, Stellarton, Nova Scotia; Saskatoon Council on Aging, Saskatoon, Saskatchewan; St. James / Assiniboia Seniors Centre, Winnipeg, Manitoba; Seniors Resource Centre, Saint John, New Brunswick; Town of Milton, Milton, Ontario.

ALCOA recently held an in-person meeting of the newly established ACBO Committee in Toronto.

This new capacity at will significantly enhance ALCOA's ability to contribute to and undertake the designing, development and the implementation of community based initiatives.

The Older Adults Advisory Committee (OAA)

The OAA committee met several times during the year. Two representatives from the OAA contributed to the governance of ALCOA as members of the Guardians. The OAA was also represented on two of the ALCOA Healthy Policy committees and there was representation from the OAA on the ALCOA Membership Project committee.

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

The Nominations Committee

The Nominations committee reviewed and recommended the slate of the Guardians and the slate of the Executive for 2006/07. The members of this committee represent the Canadian Seniors Games Association and the ALCOA Older Adult Advisory. The committee also includes the past Chair of ALCOA.



ALCOA Committees Executive Committee

Chair-Jack Brownell - Quispamsis, New Brunswick/Canadian Senior Games Association

Vice Chair-Michelle Porter - Winnipeg, Manitoba/Canadian Society for Exercise Physiology

Treasurer - Margaret Barbour - Winnipeg, Manitoba/Manitoba Cardiac Institute

Secretary-Darene Toal-Sullivan - Ottawa, Ontario/Canadian Association of Occupational Therapists

Sandy O'Brien Cousins was Vice Chair of ALCOA till October 2005

ALCOA Guardians

Chair - Jack Brownell - Quispamsis, New Brunswick / Canadian Senior Games Association

Margaret Barbour - Winnipeg, Manitoba / Manitoba Cardiac Institute

Jennifer Dechaine - Edmonton, Alberta / Alberta Centre for Active Living

Gareth Jones, London, Ontario / Canadian Centre for Activity and Aging

Archie MacKeigan - Sydney River, Nova Scotia / ALCOA Older Adult Advisory

Michelle Porter - Winnipeg, Manitoba / Canadian Society for Exercise Physiology

Sheila Schuehleln - Kitchener, Ontario / VON Canada

Darene Toal-Sullivan - Ottawa, Ontario / Canadian Association of Occupational Therapists

Anne Skuba - Winnipeg, Manitoba / Older Adult Advisory

Don Wackley - Toronto, Ontario / Ontario Coalition of Senior Citizens

ACBO Committee

Jill Adamson - Gabriola, British Columbia / Gabriola Senior Citizens

Beatrice Campbell - Yellowknife, Northwest Territories / NWT Seniors Society

Janet Davidson - Milton, Ontario / Town of Milton

Jeanette Dean - Saskatoon, Saskatchewan / Saskatoon Council on Aging

Gerri Hewitt - Winnipeg, Manitoba / St. James / Assiniboia Seniors Centre

Bill Krever - Toronto, Ontario / Don Mills Foundation for Seniors

Frank McLoone - Calgary, Alberta / Inglewood Silver Threads Association

Sharon Purvis - Stellarton, Nova Scotia / Pictou County Council of Seniors / Outreach

Mary Quartley - Saint John, New Brunswick / Seniors Resource Centre

Healthy Living Strategy Committee A – Leadership & Policy Development

Chair - Gareth Jones, London, Ontario / Canadian Centre for Activity and Aging

Judy Asker - Winnipeg, Manitoba / Active Living Alliance for Canadians with a Disability

Lucy Bonanno - Toronto, Ontario / Osteoporosis Canada

Michelle Porter - Winnipeg, Manitoba / Canadian Society for Exercise Physiology

Gisèle Tennant - Calgary, Alberta / YMCA Canada

Healthy Living Strategy Committee B – Knowledge Development & Transfer

Chair - Darene Toal-Sullivan - Ontario / Canadian Association of Occupational Therapists

Shannon Belfry/Clara Fitzgerald - London, Ontario / Canadian Centre for Activity and Aging

Jean-Guy Mercier - Québec City, Québec / Fondation en Adaptation Motrice

Sheila Schuehlein - Kitchener, Ontario / VON Canada

Healthy Living Strategy Committee C – Community Development & Infrastructure

Chair - Archie MacKeigan - Sydney River, Nova Scotia / ALCOA Older Adult Advisory

Margaret Barbour - Winnipeg, Manitoba / Manitoba Cardiac Institute

Keiko Miki - Winnipeg, Manitoba / Canadian Ethnocultural Council

Healthy Living Strategy Committee D – Public Information

Chair - Don Wackley - Toronto, Ontario / Ontario Coalition of Senior Citizens

Linda Kremer - Toronto, Ontario / Canadian Physiotherapy Association

Bill Krever - Toronto, Ontario / Don Mills Foundation for Seniors

Anne Skuba - Winnipeg, Manitoba / ALCOA Older Adult Advisory

Stephanie Smith - Ottawa, Ontario / Canadian Parks and Recreation Association

ALCOA Membership Committee

Chair - Jack Brownell - Quispamsis, New Brunswick / Canadian Senior Games Association

Margaret Barbour - Winnipeg, Manitoba / Manitoba Cardiac Institute

Jennifer Dechaine - Edmonton, Alberta / Alberta Centre for Active Living

Tamra Farrow - Sackville, New Brunswick / Innovation-Action Inc.

Irene Larkin - Charlottetown, Prince Edward Island / PEI Senior Citizen's Federation

Archie MacKeigan - Sydney River, Nova Scotia / ALCOA Older Adult Advisory

Jean-Guy Mercier - Quebec City, Quebec / Fondation en Adaptation Motrice

Gisèle Tennant - Calgary, Alberta / YMCA Canada

Darene Toal-Sullivan - Ottawa, Ontario / Canadian Association of Occupational Therapists

Nomination Committee

Chair - Philippe Markon - Ste Famille, Québec / Past Chair of ALCOA

Jack Brownell - Quispamsis, New Brunswick / Canadian Senior Games Association

Bill Turney - Fredericton, New Brunswick / ALCOA Older Adult Advisory

ALCOA Older Adult Advisory

Chair - Anne Skuba - Winnipeg, Manitoba

Monique Camerlain - Sherbrooke, Quebec

Philip Joseph - Toronto, Ontario

Archie MacKeigan - Sydney River, Nova Scotia

Bill Turney - Fredericton, New Brunswick

Research Working Group / Committee

Chair - Michelle Porter - Winnipeg, Manitoba / Canadian Society for Exercise Physiology

Gareth Jones, London, Ontario / Canadian Centre for Activity and Aging

Philippe Markon - Ste Famille, Quebec / Past Chair of ALCOA

Sandy O'Brien Cousins - Edmonton, Alberta / University of Alberta

Mike Sharratt - Waterloo, Ontario / University of Waterloo

Don Wackley - Toronto, Ontario / Ontario Coalition of Senior Citizens

Sustainability Planning Committee

Chair - Jack Brownell - Quispamsis, New Brunswick / Canadian Senior Games Association

Elizabeth Banman - Toronto, Ontario / Osteoporosis Canada

Frank Bellamy - Regina, Saskatchewan / Saskatchewan Seniors Mechanism

Bill Turney - Fredericton, New Brunswick / ALCOA Older Adult Advisory

Don Wackley - Toronto, Ontario / Ontario Coalition of Senior Citizens