



ALCOA — Quarterly Update
Volume 6, Number 2, Summer 2010

The Active Living Coalition for Older Adults
Communicating With Round Table Members

NEW: HT HealthWorks™ Program from ALCOA

ALCOA has been working with HT HealthWorks™, to be able to offer this new free website service to consumers. It is a personally managed data repository that retains all your personal health and medical information. In the next month or so, we will also be sharing with the ALCOA membership, information on how you can increase revenue for your organization, simply by promoting this website to your members. Please take a few minutes to look at the site at: www.hthealthworks.com and register using referral id: HWAL27.

HealthWorks cont. on page 4



ALCOA's newest publication

Silver Times

This new publication, funded by Seabridge Bathing, is moving ahead quickly. It is the hope that this consumer publication, filled with credible healthy lifestyle information, will inform, inspire, and motivate older adults towards a healthy behaviour change.

We have a strong Editorial Committee comprising of the following individuals:

Jim Evanchuk — ALCOA MB Executive Director
Charles Keple — Saskatchewan Senior's Mechanism
Jodi Campbell, R.D. — Chair of the Gerontology Network of Dietitians of Canada

Gerry Merz — Seabridge Bathing
Philippe Markon, Ph.D. — U. of Quebec, ALCOA Executive
Gareth Zones, Ph.D. — University of British Columbia
Patty Clark — ALCOA Executive Director

The design and writing is in the works and we plan to launch the first issue in late October. If you have not already done so, please contact Tonia Hearst at tonia.hearst@gmail.com to order your subscription bundle. We would also like to remind you to share with your members the subscription invitation that was previously sent to you. Our target is to publish 50,000 copies for the first issue.



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CIP & ALCOA: Where do we go from here?

The Canadian Institute of Planners (CIP) became affiliated with the Active Living Coalition for Older Adults (ALCOA) many years ago, recognizing that our organizations shared numerous common interests.

Planners work in the public service (e.g., as municipal planners) and in the private sector (e.g., as consultants), in a wide variety of fields including land use planning, environmental resource management, land development, social planning, transportation planning, and economic development. As the national certifying body and professional institute for planners, CIP works jointly with seven affiliate organizations across Canada to develop and administer national standards for the profession. In addition, we provide a bilingual web site, www.cip-icu.ca, electronic and print publications, an annual conference, plus other member benefits.

With essential volunteer contributions, CIP has in recent years also become involved in a rapidly growing array of international projects that assist foreign planners and planning institutions in building understanding and support among local governments, agencies and publics for responsible and inclusive approaches to planning. We have also undertaken national projects and activities on topics like climate change, planning for indigenous peoples' communities and, most recently, greater involvement in advocating for healthy, sustainable and livable communities through effective planning.

In the course of these activities, CIP is forming new alliances and engaging in coalitions and networks with like-minded organizations. In addition, we are drawing from these national and international activities a new focus on policy issues that reflect the diverse interests and professional experience of our membership.

CIP's involvement with ALCOA is a natural fit. Many of the challenges and opportunities of an aging population are well known to planners and a focus of their work. One role that planners have in facilitating active living for older adults is to help create barrier-free physical environments.

What began as a genuine interest in promoting healthy lifestyles and active living for Canada's aging population, took on new significance when the Heart and Stroke Foundation of Canada (HSFC) invited CIP to collaborate on its efforts to better understand and draw attention to the relationship between heart health and the built environment.

Discussions with HSFC ultimately led to a Memorandum of Understanding, signed in 2009, and CIP's involvement alongside



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Shaping our Communities
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Pour un Canada viable

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HSFC and other partners in the Canadian Partnership Against Cancer (CPAC), and also Coalitions Linking Action & Science for Prevention (CLASP). Our CLASP project, entitled Healthy Canada by Design, focuses on the impact of neighbourhood design and community planning on health and chronic disease.

CIP was also invited to provide representation on two Canadian Reference Groups under the Public Health Agency of Canada (PHAC) – one on Age-Friendly Communities, and another on Social Determinants of Health. In addition, we began to take stock of work already being done by our Ontario affiliate — the Ontario Professional Planners Institute — which had been working on healthy communities initiatives with great success for several years.

In order to help pull together this rapidly unfolding new area of activity, CIP in late 2009 established a new Healthy Communities Subcommittee under its National Affairs Standing Committee.

Over the past several months, CIP has become much more active (no pun intended) on Healthy Communities. One of the questions before us now, with respect to our relationship with ALCOA, is: “Where do we go from here?” The answer will undoubtedly unfold as our new healthy communities committee and activities and networks gain traction – so more to come.

In the meantime, CIP is pleased to announce that, in observing World Town Planners Day on November 8, 2010, we selected the theme: “Active Living / Act of Living”. The annual event has been celebrated by planning organizations in various countries since 1949, to advance public and professional interest in planning. This year, we encourage and invite ALCOA members to celebrate with us as we endeavour to draw attention to the relationship between community planning and active lifestyles.

For more information, please contact Steven Brasier at: sbrasier@cip-icu.ca.



Steven Brasier, CAE
*Executive Director,
Canadian Institute of Planners*

Steven Brasier, CAE, has been Executive Director of the Canadian Institute of Planners (CIP) since August 2000 and has some 25 years of progressively senior management experience, mainly in the operation of not-for-profit organizations.

From 1994 to 2000, he worked as Director of Communications for the Canadian Association of Medical Radiation Technologists, responsible for the association's publications, web site, conferences, and public affairs activity. He was significantly involved in policy matters, strategic planning, and issues management.

Prior to that, from 1984 to 1994, Steven worked for the Standards Council of Canada, where he held a number of positions, including Senior Writer in the Communications Department, and later Manager, Publications. From 1981 to 1984, Steven worked as a staff writer for Canadian Consumer, a national magazine published by the Consumers' Association of Canada. In 1984, he was appointed editor and project manager responsible for publishing “The Homeowner's Handbook”.

Steven is an Executive Member of the Canadian Society of Association Executives and achieved his Certified Association Executive (CAE) designation in 1998. He is also a Print Journalism graduate of Loyalist College in Belleville, Ontario.

About HT HealthWorks™

This highly secure, easy-to use, personal health site allows you to store, access, and update vital medical information from anywhere in the world.

H & T Health & Technology International Inc. has developed this free, web based program integrating leading edge technology, which allows individuals to take an active role in managing their personal and family health information and support service needs. This highly secure, easy-to use, personal health site allows you to store, access, and update vital medical information from anywhere in the world. With your personal health information at your fingertips, HealthWorks lets you take control of your health and gives you piece of mind, knowing that your medical history is just a click away. Your personalized data file can be accessible to select persons (family, physician, pharmacist, hospital, health professionals/medical specialists) by way of a secure access code.

HealthWorks is for the entire family: children, parents, and grandparents. All of your family's medical information will be in one place and accessible from anywhere. Information can include:

- 🌐 Medical history/records
- 🌐 Family health history
- 🌐 Immunization & vaccination records
- 🌐 Tracking & graph analysis
(e.g. blood pressure, glucose levels etc.)
- 🌐 Prescription record
- 🌐 Emergency Information
- 🌐 Health/medical insurance information

Your personal health data will be maintained by Q9 Networks, a leading Canadian data centre which is considered to be the most secure third party provider within the Canadian marketplace.

In addition to the secure data repository, there is also access to multiple programs and services that are available to the consumer at preferred rates and on a self-select basis. Programs include health travel, nutrition, exercise and fitness programs, wellness and beauty products and home health medical products.

Just like your financial information is stored in your personal electronic bank account, now so can your personal medical and health information. For more information, visit the website at: www.hthealthworks.com and register using referral id: HWAL27.



Diabetes Reference Group Meeting, held in Toronto, June 2010.

Back row:

Sara MacDougall, Lilisha Burris,

Middle row: Sylvie Jacques,

Thomas Spence, Susan Brown

Front row: Patsy Beattie-Huggan,

Jan Cochrane, Alexa Roggeveen

photo: Patty Clark

New CIHR Funding

ALCOA was successful in an application to the Canadian Institutes of Health Research (CIHR), to host a meeting to discuss the concept of developing a "Canadian Aging Network Dialogue". This submission was a result of the recommendations that were part of the ALCOA communication strategy, that were developed with funds from CIHR in 2009. The meeting will take place in the late fall or early winter.

ALCOA to offer AQHI Focus Groups


ALCOA has just signed a contract with Environment Canada to conduct focus group meetings in the fall, to discuss the issue of the Air Quality Health Index. The Air Quality Health Index (AQHI) is a joint initiative of Environment Canada and Health Canada to provide Canadians with a reliable indicator of the health risks of exposure to outdoor air pollution, thus empowering them to make informed decisions to safeguard their health, and those in their care.

The AQHI is currently being implemented across Canada with a key focus of reaching those populations at an increased risk from air pollution. Canadian older adults are one of the targets as they are considered to be at risk from air pollution. ALCOA will ask the participants about their knowledge of the AQHI, what it means to them, and how Environment Canada can best get the message out to older adults across Canada.

The end result is that the AQHI messaging will be effective for older adults and will not only inform them about their local air quality but will also provide suggestions for safe physical activities based on their local AQHI.

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