



ALCOA — Quarterly Update
Volume 7, Issue 3, Fall 2011

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

Proposals Pending

Over the past few months ALCOA has submitted three proposals for consideration of funding. At this time, all submissions are still pending.

Aboriginal Diabetes Initiative

We have submitted a proposal to ADI to revise our current *Personal Passport to Healthy Living* and make it culturally appropriate for off-reserve older adult Aboriginal people across Canada. The *Passport* project that we are currently working on is moving along and the feedback from the focus groups, as noted in the spring issue of *QU*, was so positive, that we would like to share this resource with other groups in Canada. A decision from ADI will be made in the late fall.

Public Health Agency of Canada

Your *Personal Passport to Healthy Living* project will conclude on March 31, 2012. We have submitted a request to PHAC for an additional year of funding to allow us to conduct a thorough evaluation on the impact of the resource. Although our focus group feedback has been positive, we would like to be able to evaluate the resource once it has been used by many groups across the country. We have also suggested the *Passport* could be translated into languages other than French, to reach the over 1 million older adult Canadians who do not speak English or French as the first language in their home. The decision on this proposal will be made in the late fall or early winter.

Canadian Heritage

We have also submitted a request to Canadian Heritage to assist with the cost of translating the *Passport* into French. In our original proposal, a budget for translation was developed, based on the resource being a two-page tear sheet. However, through discussions with the Diabetes Reference Group, a scan of current resources, and our pilot and focus testing, the *Passport* has grown to 40+ pages. We are hopeful that Canadian Heritage will be able to support our request to fund 50% of the translation costs for both the *Passport* and the *Leader's Manual*.



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Silver Times goes on-line, thanks to Pfizer

It has been a year since our inaugural issue of the *Silver Times* magazine was released. ALCOA still continues to receive calls and praises for the magazine. After the launch of the magazine last fall, our sole sponsor was no longer able to financially support the publication. Since then, we have been working hard to find new sponsors for the magazine. It's been a hard sell as our history with publishing the magazine is brief, and the circulation of 50,000 is large but not large enough for some potential sponsors.

However, we are thrilled to announce that we have secured funding through Pfizer Canada Inc. which will allow us to develop a new website for the magazine with evidence-based information on healthy living targeted for the older adult population. We know not all older adults will have access to the Internet; however, this is our first step in being able to produce the publication and over time we hope to be able to print the magazine again.

Comments from our readers have been so positive. They have described the magazine as 'impressive, informative, motivating, enjoyable to read, inspiring, and wonderful!' ALCOA is very grateful to Pfizer for their donation which will allow ALCOA to continue to provide solutions and inspiration for optimal aging for older Canadians.

We expect the site to be launched early 2012.



HT HealthWorks™ Makes Good Sense

The HT HealthWorks™ website is not only good for your members but it is also good for your organization. Your members can keep their personal medical records on a secure site to have access to them 24/7, anywhere in the world, free of charge. It is a great service to provide your members at no cost to the organization or the individual. The site also provides excellent fitness and health services should an individual chose to take advantage of any of the services. A portion of the revenue from the acquired services or products comes back to your organization.

If you are interested in learning more about how the HT site can provide ongoing revenue to your organization, please contact the ALCOA office.



New Languages for the Active Living Tips

ALCOA was successful last year to receive funding from CIHR to review, revise and translate three of the older *Active Living Tips* resources. Dr. Mike Sharratt has also written a new *Tips* resource on brain fitness. The four new documents are:

- ♥ Physical Activity and Coronary Heart Disease
- ♥ Aerobic Fitness for Older Adults
- ♥ The Power of Strength Training
- ♥ Brain Fitness; As important as Body Fitness *NEW*

The documents have now been finalized in English and French and are currently being translated into:

- ♥ Simplified Chinese
- ♥ Traditional Chinese
- ♥ Italian
- ♥ Punjabi
- ♥ Spanish

These are the first of the ALCOA resources to be translated in languages other than French. ALCOA is pleased to be able to reach out to inform and educate the large number of older adults in Canada who do not read English or French, on the benefits of active health living for optimal aging. The documents will be posted on our web site at www.alcoa.ca in the late fall.



Karin Lofstrom

For more than 25 years, Karin has been an active participant, volunteer, leader, mentor and advocate for girls and women in sport and physical activity, both in Canada and internationally.

Prior to working with CAAWS, Karin held a number of positions as coach, national team coordinator, chef de mission, administrator and manager across a range of sports and major international events. In 1997, she joined the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) in the role of Operations Manager; in 2002, she became Executive Director.

Karin's commitment to achieving gender equity in the Canadian sport system is shared through her collaborative approach, supporting strong relationships at all levels of organizations and government. Nationally, Karin contributes her experience in the sport sector and expertise on gender equity to a number of committees and working groups. In all cases, she continuously seeks for opportunities to link these organizations to the work of CAAWS, sharing resources and knowledge to ensure the needs of girls and women are considered and integrated from the beginning into resulting programs and initiatives. At the national policy level, Karin regularly contributes to and encourages policy development and implementation to improve the status of girls and women in sport.

Highly respected internationally, Karin has taken the experiences, successes and challenges from Canada, and helps make sport a welcoming and wonderful experience for women across the world. She has delivered several presentations abroad and has participated in numerous panel discussions on issues such as homophobia in sport, women on boards, and women and coaching. Karin currently sits on the board of the International Association of Physical Education and Sport for Girls and Women (IAPESGW).

Round Table Member Spotlight



Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) is a national non-profit organization dedicated to creating an equitable sport and physical activity system in which girls and women are actively engaged as participants and leaders. CAAWS provides a number of services, programs and resources to a variety of clients, including sport and physical activity organizations, teachers, coaches, health professionals and recreation leaders. Since 1981 CAAWS has worked in close co-operation with government and non-government organizations on activities and initiatives that advocate for positive change for girls and women in sport and physical activity communities.

Physical Activity and Sport for Women Aged 55 to 70+ is a project created by CAAWS focussed on increasing sport and physical activity opportunities for women ages 55 – 70+. Although over age 55, these women are looking to continue what they did or do (e.g. basketball or hockey) but they do not want to play with the younger women - they want something for them and at the moment there is currently not a lot offered or even considered in most communities. With this population growing steadily, it is important that women 55-70+ are able to participate in a host of activities designed with their needs in mind. By understanding their needs, stakeholders (recreation, urban planning, public health, private industry, etc.) will better serve this diverse group at a time that it is so important for them to be active. *Physical Activity and Sport for Women Aged 55 to 70+* was funded nationally in 2005 by the Public Health Agency of Canada. Over the last four years, cross Canada focus groups and national research was conducted resulting in the development of new resources, delivery of workshops and training of Master Trainers throughout Canada.

Visit www.caaws.ca for more information.

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