The National Blueprint - A Strategy to Promote Health and Quality of Life in the Older Adult Population.

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USA
National Blueprint:
Increasing Physical Activity Among Adults Aged 50 and Older

2001-2003
Participating Organizations

50 National Organizations including…

- The National Institute on Aging
- Centers for Disease Control and Prevention
- President’s Council
- National Council on Aging
- American Geriatrics Society
- Administration on Aging
1st Message – The Population is Aging

- 2000 - 35 million over 65 yrs.
- By 2030, 70 million over 65 yrs.
- 85 plus age group is fastest growing age group.
- By 2050 the 85 plus age group will increase to almost 5% of our population.

Source: NIA, 2000
2nd Message - Aging and Health

- 88% of over 65 have at least one chronic health condition.
- 21% of over 65 have chronic disabilities.

Source: NIA, 2000
3rd Message – Benefits of Physical Activity

- Preventative
  - Primary Prevention
  - Secondary Prevention

- Rehabilitative
  - Acute conditions
  - Chronic disease

- Palliative
  - Quality of Life

JAPA, 2001
4th Message - Physical Inactivity

38% of USA population age 55 and older is sedentary.

50% of women age 75 and older engage in no physical activity.

Fewer than 50% of older adults ever receive a suggestion to exercise from their physicians.

JAPA, 2001
Barriers to Physical Activity

RESEARCH

HOME/COMMUNITY

MEDICAL SYSTEMS

MARKETING

PUBLIC POLICY
Strategies to Increase Physical Activity
Key Strategies

General

Develop a national campaign to spread information about physical activity and to motivate older adults to increase physical activity levels in their everyday lives.
I stay active

because she deserves a dance with grandpa.
– George Bowman, 72

If you want to make the most out of life, take time to be active. Studies show a regular routine of physical activity helps you live healthier and stronger. And taking care of yourself gives you the energy to handle everything else in your busy life. So get your heart rate up— at least 30 minutes a day, at least five days a week. You can even do it just 10 minutes at a time.

For a free handbook on how to Be Active For Life, visit www.aarp.org/activeforlife, or call 1-800-424-3410. It’s never too late to start, so get active today.

Be Active For Life
Get your heart rate up— at least 30 minutes a day, at least 5 days a week.
Key Strategies
Medical Systems

Help doctors to provide physical activity recommendations for their patients.

Provide toolkits for MD’s.
First Step to Healthy Aging

AGS/ACSM
Thera-Band
Key Strategies

Home and Community

Develop local community partnerships to redesign the local environment to promote physical activity.
Key Strategies
Marketing
Develop consistent messages….

“Be Active…30 minutes of physical activity on most days…”

Learn how to talk to seniors about activity.

Sport, Exercise or Activity?
How can local communities get involved?

www.agingblueprint.org
Blueprint Community Grant Program

- $25,000 community grants in support of projects that are designed to advance the goals of the Blueprint.

- Community efforts designed to promote physical activity for adults 50+

- That target diverse populations, that reflect an intergenerational approach, that develop new partnerships at the local community level.
Greater Southern Brooklyn Health Coalition
New York, NY

The Coalition will partner with the parks association and the New York City Police Department to provide weekly walk-a-thons, identifying safe spaces for pedestrians.

The program will also provide grants to community and faith-based organizations to hire exercise leaders for onsite classes and to create community gardens.
The 30 Minutes for Life program for caregivers age 50+ provides education, respite, transportation, and information/referrals to physical activity resources.

Once caregivers receive initial training, they may use the fitness equipment for free at various community locations.
Doelger Senior Center
Daly City, CA

The Fueling Fitness Program offers grandparents and their grandchildren a 12-week regimen of physical, educational, and social activities.

At the end of the program, grandparents can receive a stipend to volunteer in care giving activities for toddlers and preschoolers at various community sites.
Texas Cooperative Extension
Irving, TX

The Walk Across Texas program promotes physical activity for Hispanic and African American older adults in Irving and South Dallas, Texas.

Teams of older adults pool their weekly walking mileage to compete in a race from the east to the west border of Texas.
Greater Lafayette Coalition for Living Well
Lafayette, IN

25 community partners.

Area IV Agency on Aging, Senior Centers, Parks and Recreation Department, the Indiana Governor’s Council for Physical Fitness and Sports, area hospitals, and MDs

Coordinated community action
Top Barriers to Implementing New Physical Activity Programs for Older Adults

- Lack of Time
- Lack of Funding
- Lack of Political Support
- Competing Priorities

(Bar chart showing the relative proportions of each barrier.)
Assistance Needed for Addressing Barriers at the Community Level

![Bar Chart]

- Printed Resources
- Marketing Tools
- Best Practices
- Funding Sources
- Research

Title: NATIONAL BLUEPRINT: Increasing Physical Activity Among Adults Aged 50 and Older
Key Strategies

Public Policy

Support of policy makers is essential for funding our programs.

Educate policy makers about the importance of physical activity for the older population.