

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

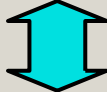
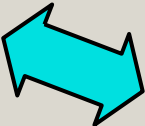
Barriers to Physical Activity

On May 1st, 2001 in Washington D.C., a coalition of national organizations released a major national planning document in the area of aging and physical activity. The National Blueprint: Increasing Physical Activity Among Adults Aged 50 and Older was developed to serve as a guide for multiple organizations, associations and agencies, to inform and support their planning work related to increasing physical activity among America's aging population.

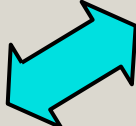
A questionnaire was designed to identify the barriers to physical activity in older adults that are of the greatest importance to the Blueprint organizations. To date, 24 organizations have responded. This document provides summary data for each barrier identified in the Blueprint. This information will be used to assist in the generation of partnerships and strategies to advance the mission of the National Blueprint.

Barriers to Physical Activity

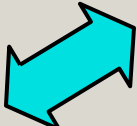
RESEARCH



MARKETING



HOME/
COMMUNITY



PUBLIC
POLICY

WORK PLACE

MEDICAL
SYSTEMS



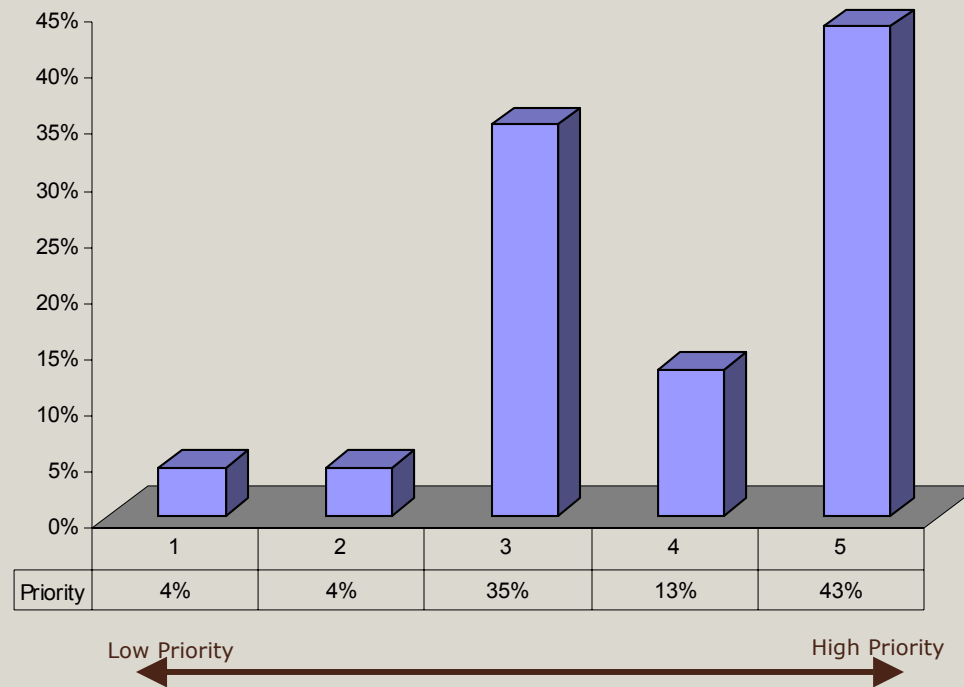
Barriers To Physical Activity



Research

RB-1

There is a lack of guidance on what types and amounts of physical activity are needed for specific health outcomes.

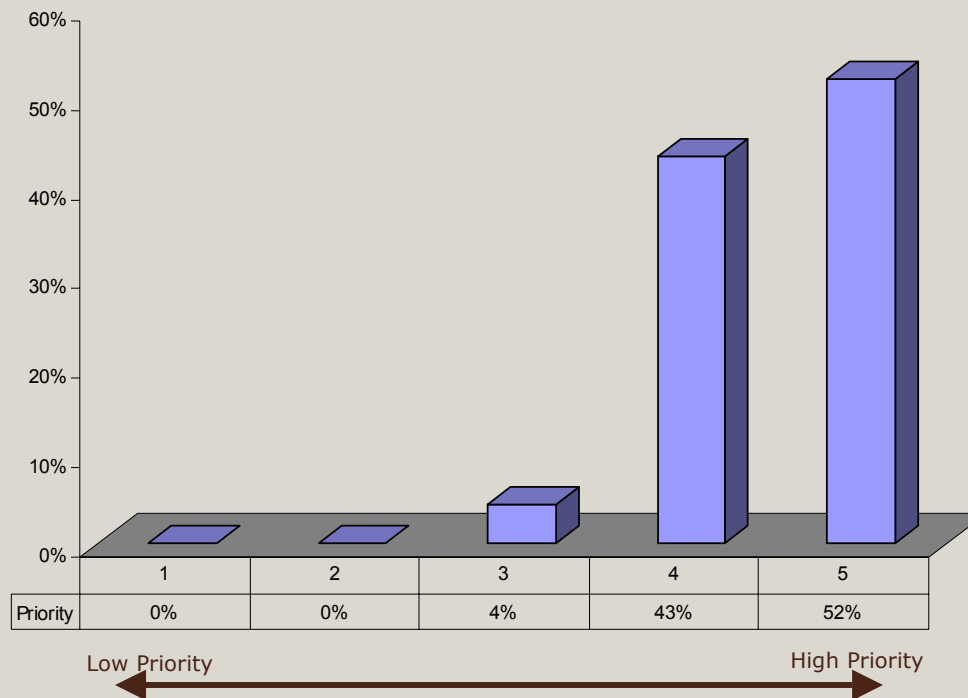


Organizations currently addressing this barrier:
Organizations which hope to address in future:

57 percent
33 percent

RB-2

Few studies have examined strategies for achieving long-term increases in physical activity.

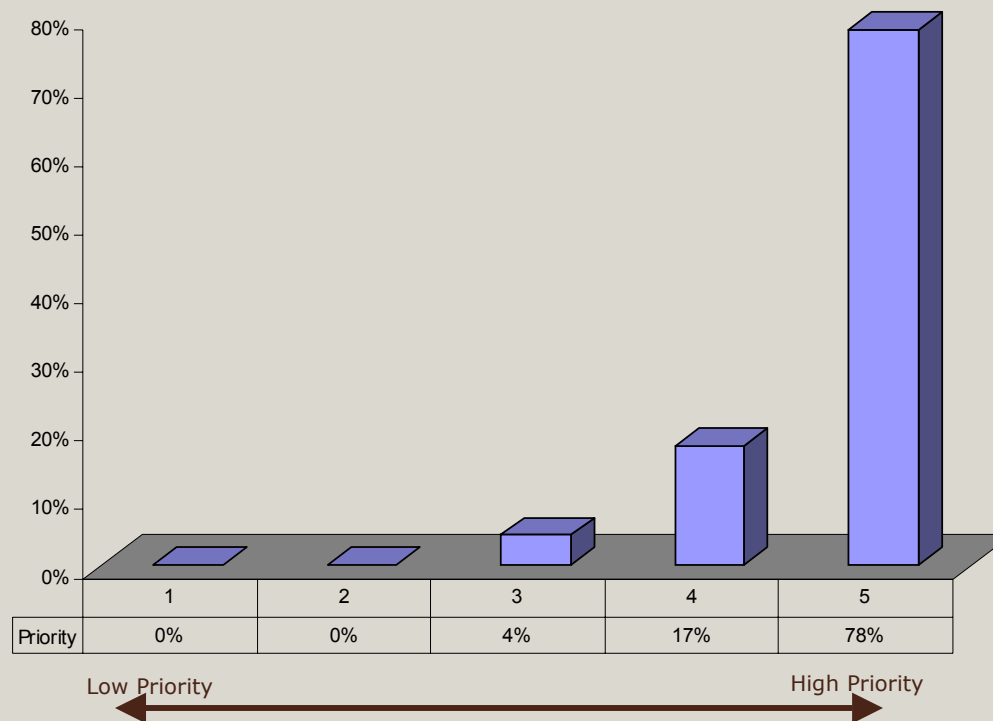


Currently addressing this barrier:
No- but hope to address in future:

65 percent
70 percent

RB-3

Research findings are rarely translated into practical intervention strategies that can be widely incorporated into ongoing home and community settings.



Currently addressing this barrier:
No- But hope to address in future:

77 percent
83 percent

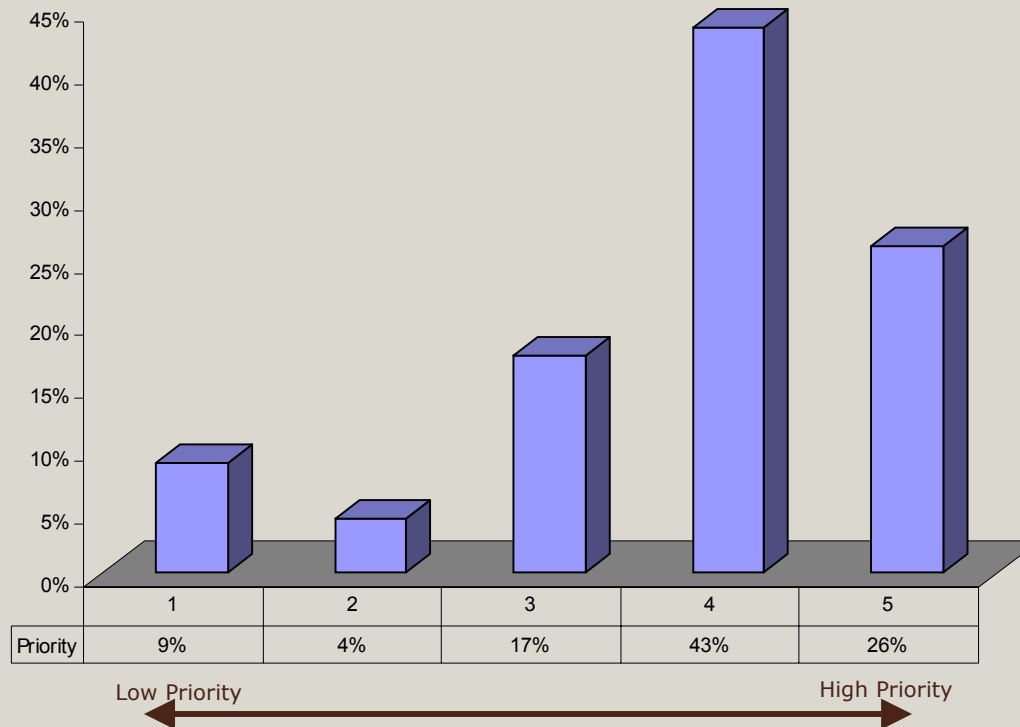
Barriers To Physical Activity



Home/Community

HB-1

Many neighborhoods and communities are poorly designed, unsafe, and are engineered in a manner that discourages regular physical activity among older adults.

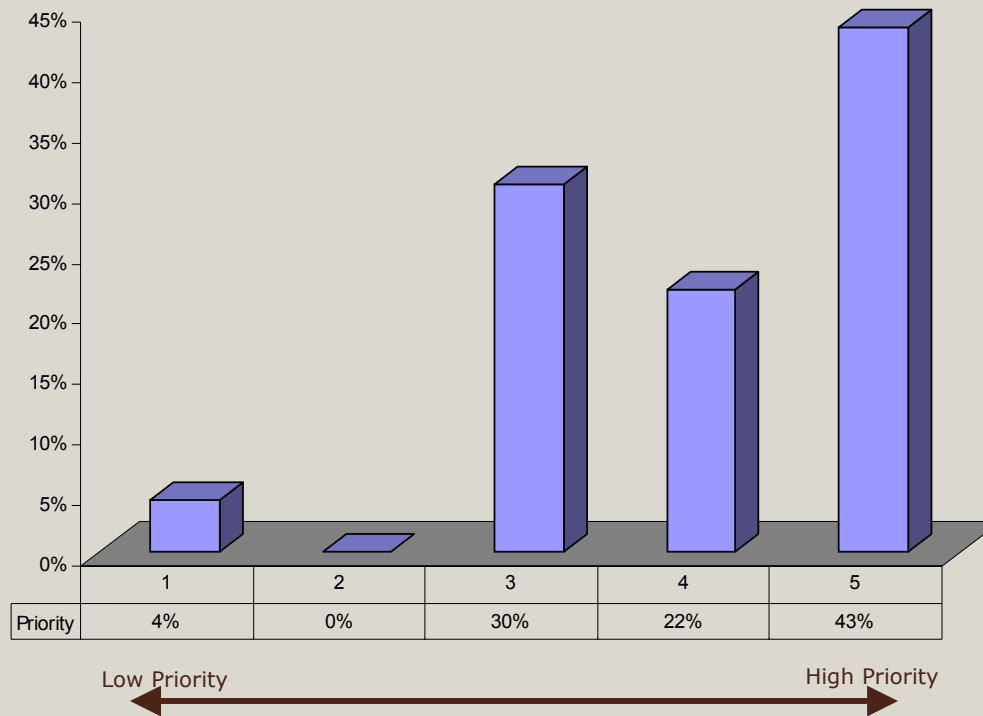


Currently addressing this barrier:
No- But hope to address in future:

35 percent
33 percent

HB-2

Few models exist for an integrated community approach to enable physical activity.

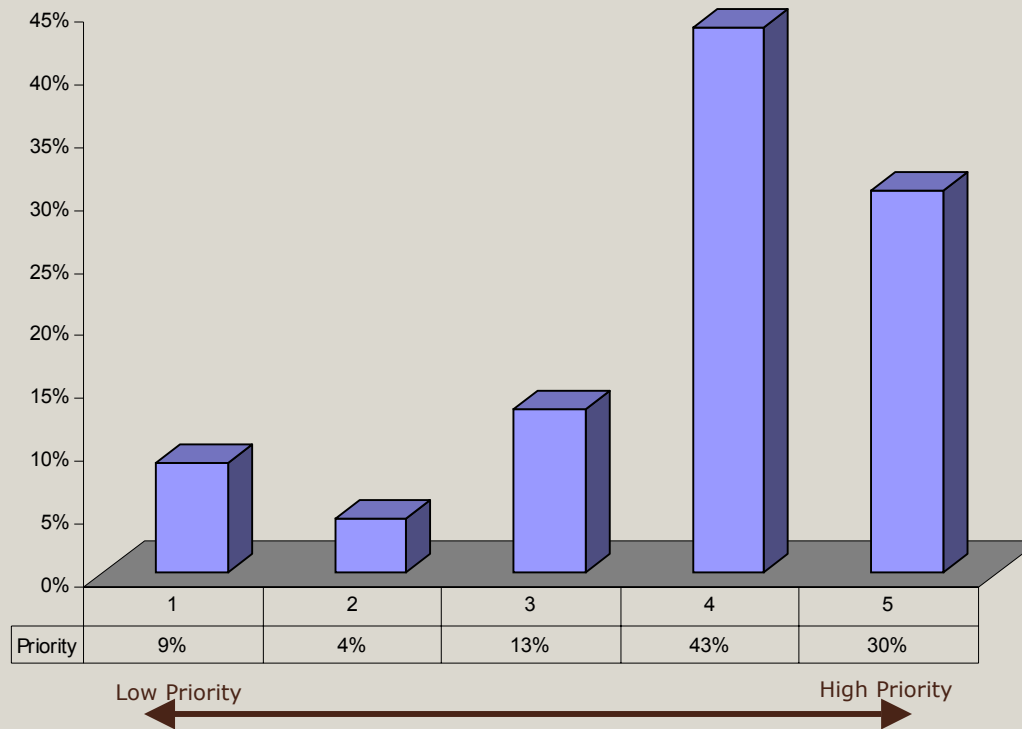


Currently addressing this barrier:
No- But hope to address in future:

52 percent
69 percent

HB-3

Health organizations need to become more integrated with professionals in urban/community planning, transportation, recreation, and design

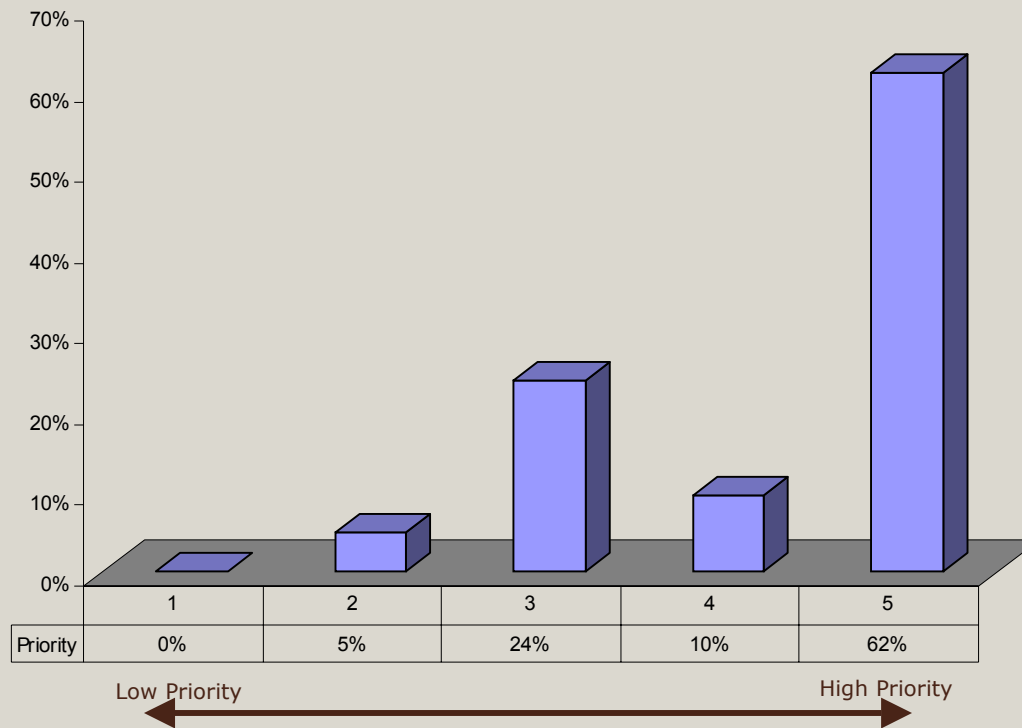


Currently addressing this barrier:
No- But hope to address in future:

59 percent
60 percent

HB-4

Many older adults do not know how to start a safe and proper home-based physical activity program.

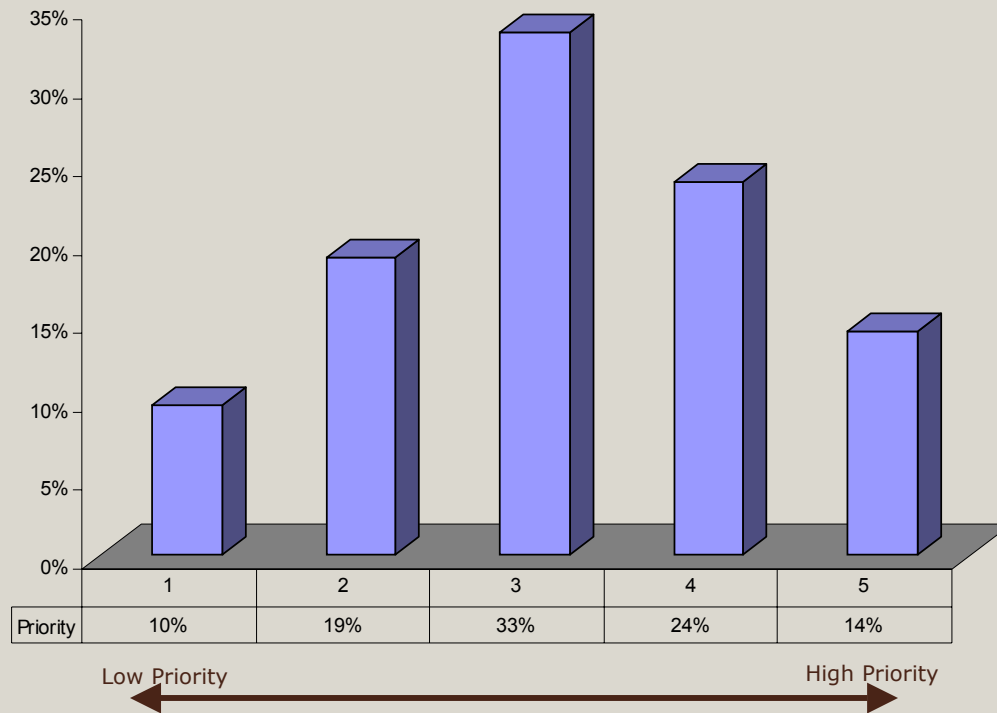


Currently addressing this barrier:
No- But hope to address in future:

76 percent
13 percent

HB-5

Many older adults may be isolated and lack transportation to community physical activity facilities and programs.



Currently addressing this barrier:
No- But hope to address in future:

19 percent
31 percent

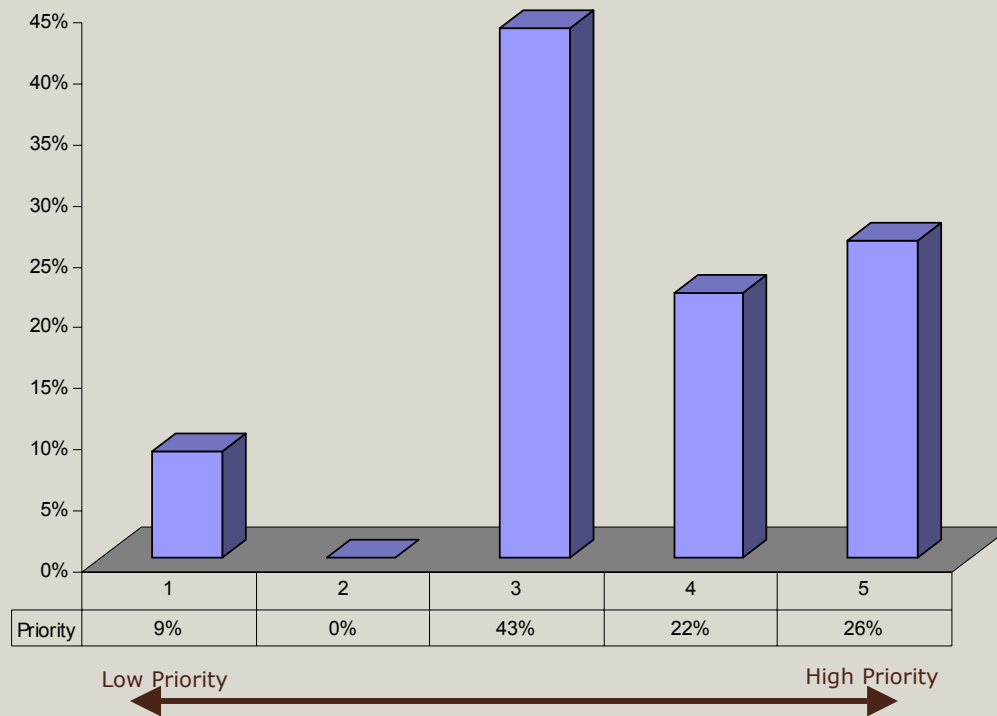
Barriers To Physical Activity



Work Place

WB-1

Good economic models illustrating the cost effectiveness to employers of increasing physical activity among older adults are needed.

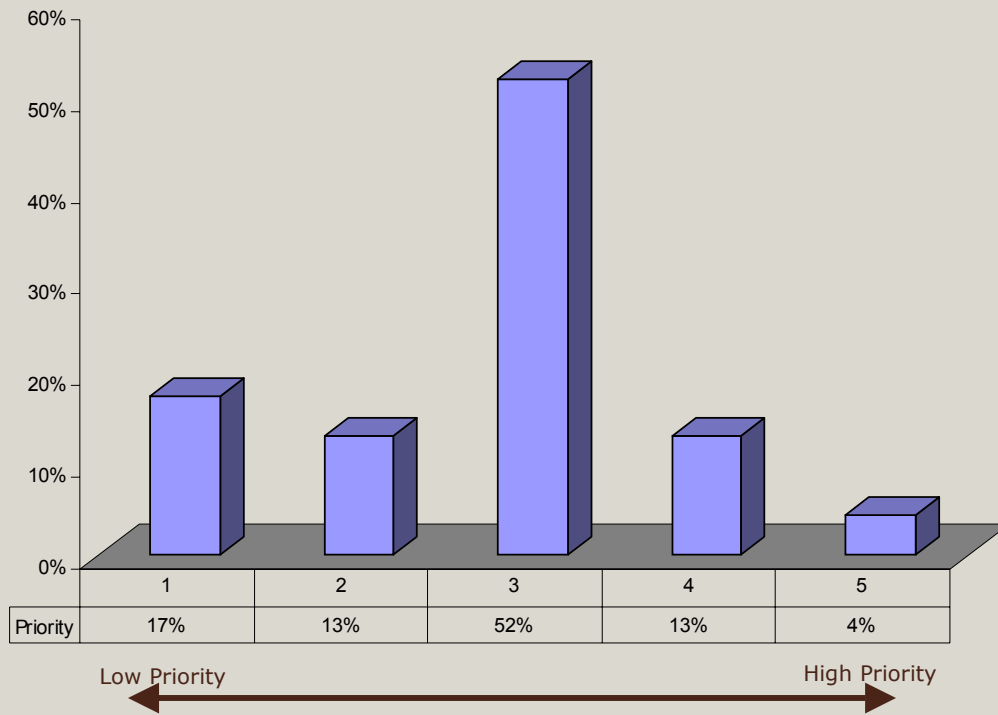


Currently addressing this barrier:
No- But hope to address in future:

22 percent
31 percent

WB-2

Employers may have concerns about liability

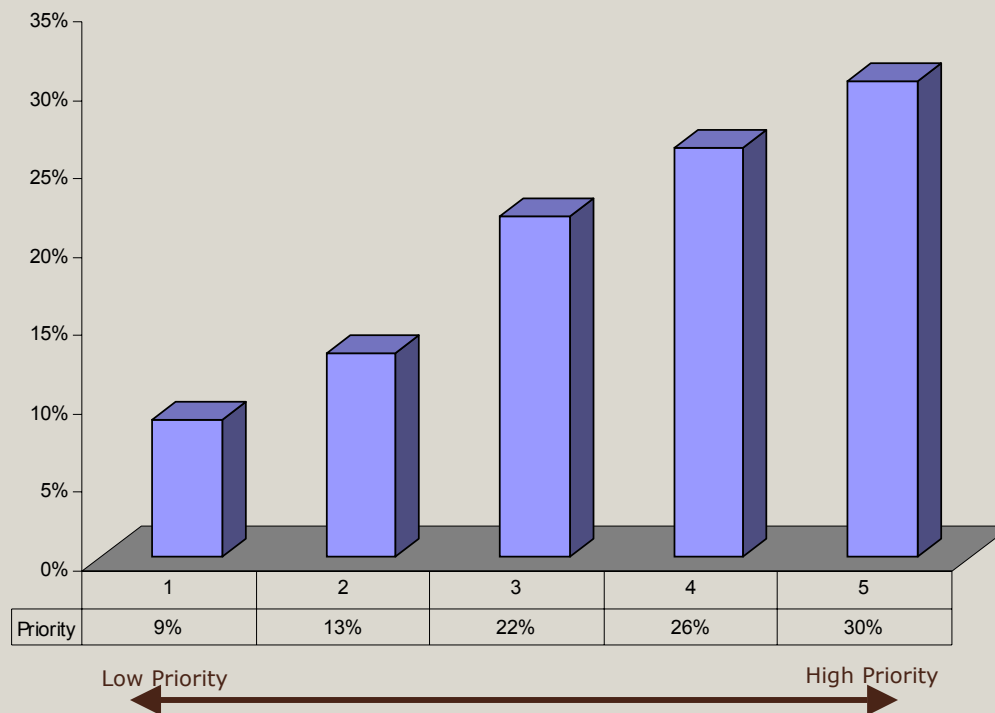


Currently addressing this barrier:
No- But hope to address in future:

9 percent
5 percent

WB-3

Little evidence exists about what programs are effective, and what measurable outcomes are most persuasive to management (i.e. improved productivity, reduced health care costs, reduced absenteeism).



Currently addressing this barrier:
No- But hope to address in future:

30 percent
47 percent

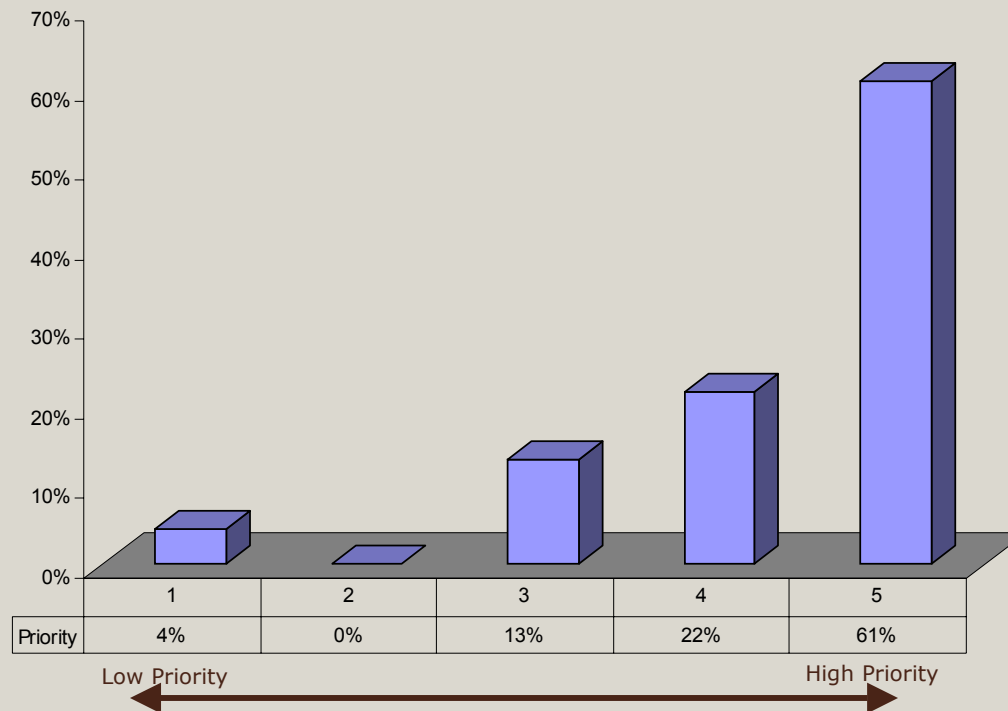
Barriers To Physical Activity



Medical Systems

MSB-1

Traditional medical education gives minimal attention to disease prevention. Training on physical activity is often a low priority.

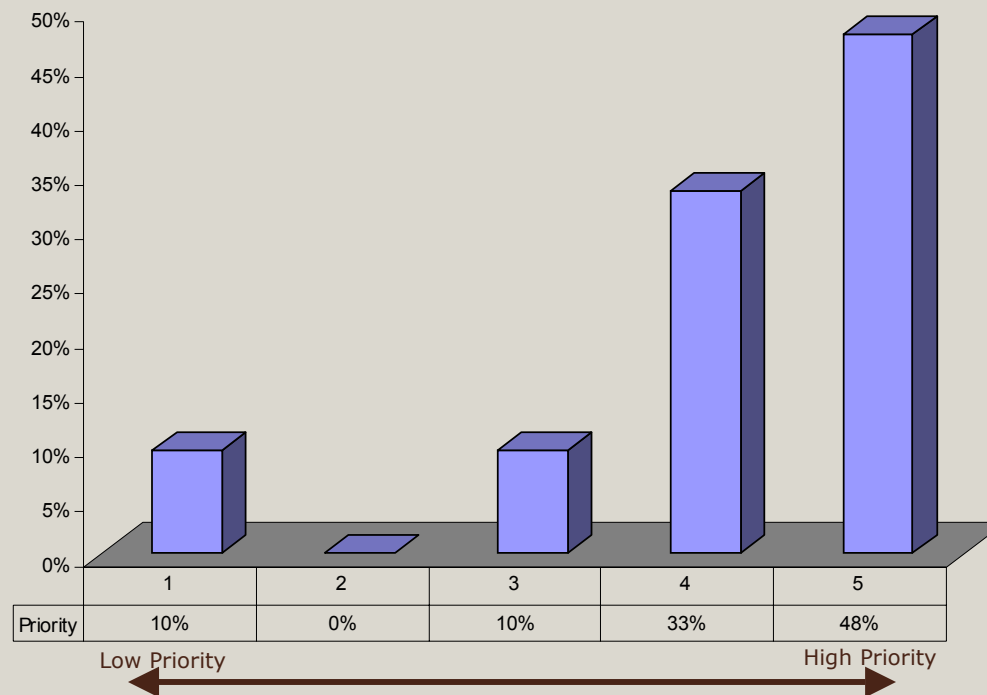


Currently addressing this barrier:
No- But hope to address in future:

57 percent
20 percent

MSB-2

Health care professionals do not have adequate, tested, and appropriate age-specific patient education materials for physical activity for older patients.

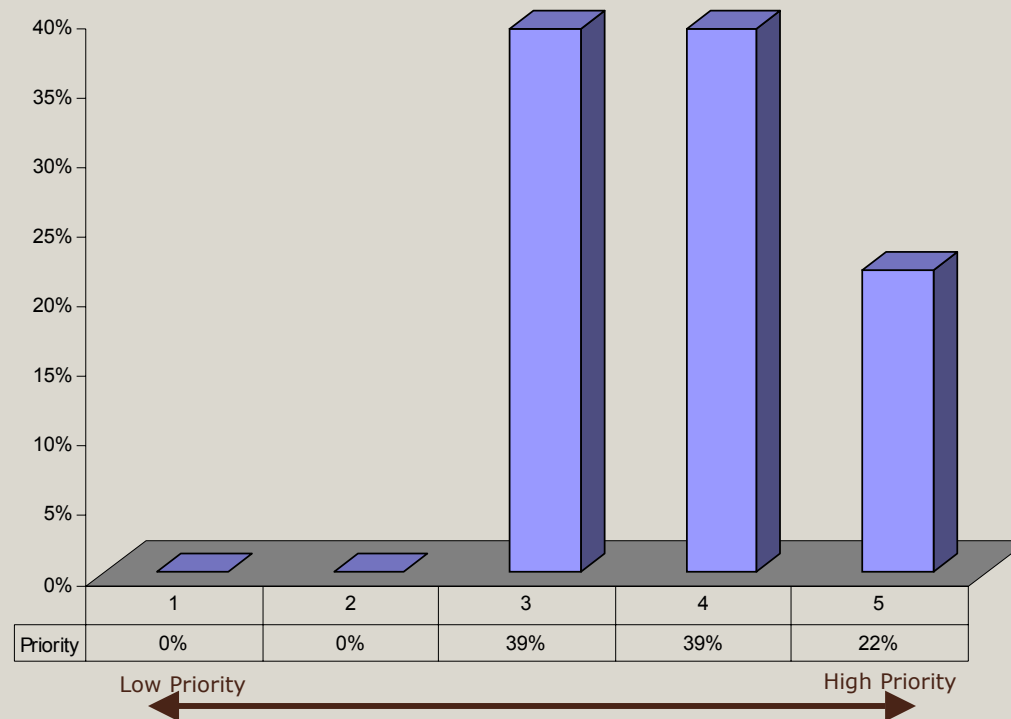


Currently addressing this barrier:
No- But hope to address in future:

45 percent
70 percent

MSB-3

There is no effective easy-to-use evidence-based physical activity prescription protocol for health care professionals

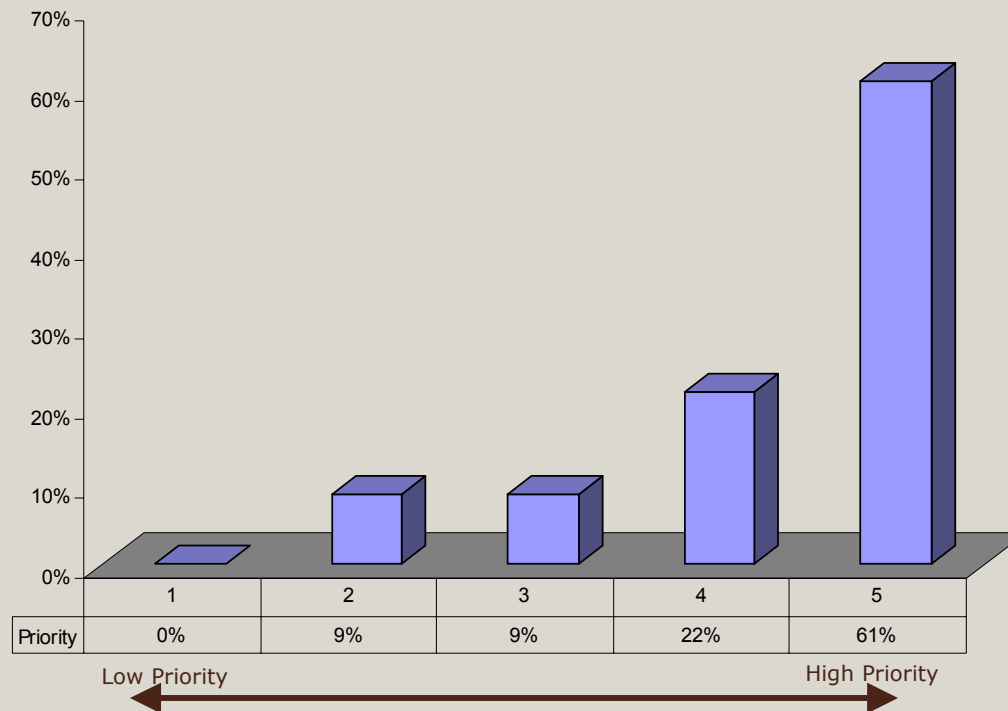


Currently addressing this barrier:
No- But hope to address in future:

39 percent
43 percent

MSB-4

Medical professionals do not have information about making referrals to community resources. They often lack knowledge about quality programs, materials and resources



Currently addressing this barrier:
No- But hope to address in future:

61 percent
64 percent

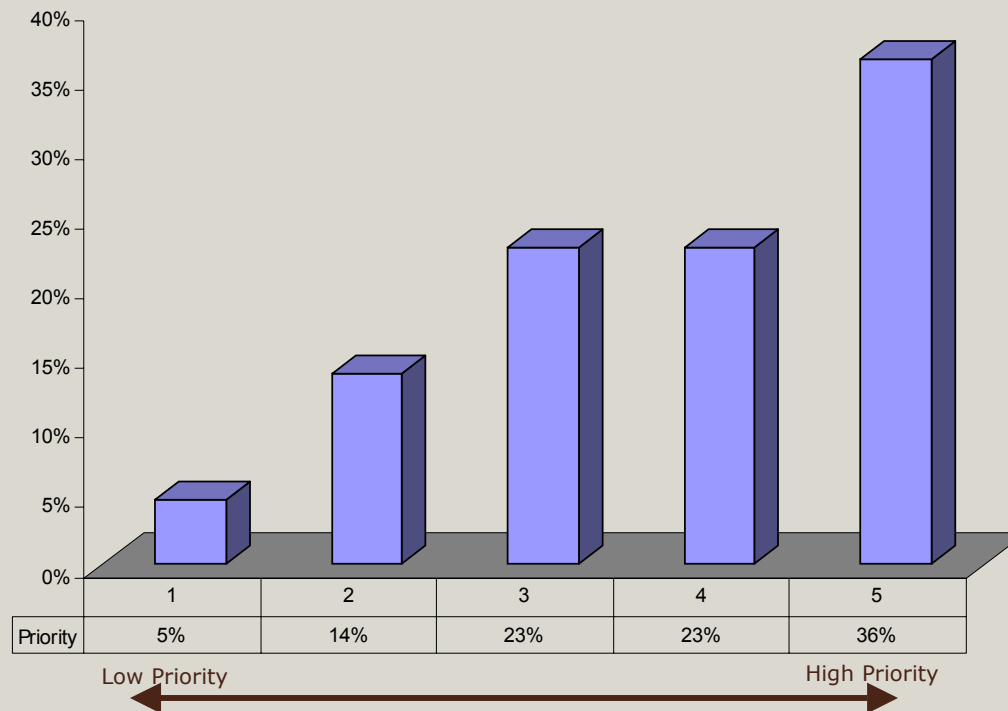
Barriers To Physical Activity



Public Policy

PPB-1

Public policy organizations that could support increased physical activity initiatives are fragmented ...no coalition or agency addresses these issues in a cross cutting manner.

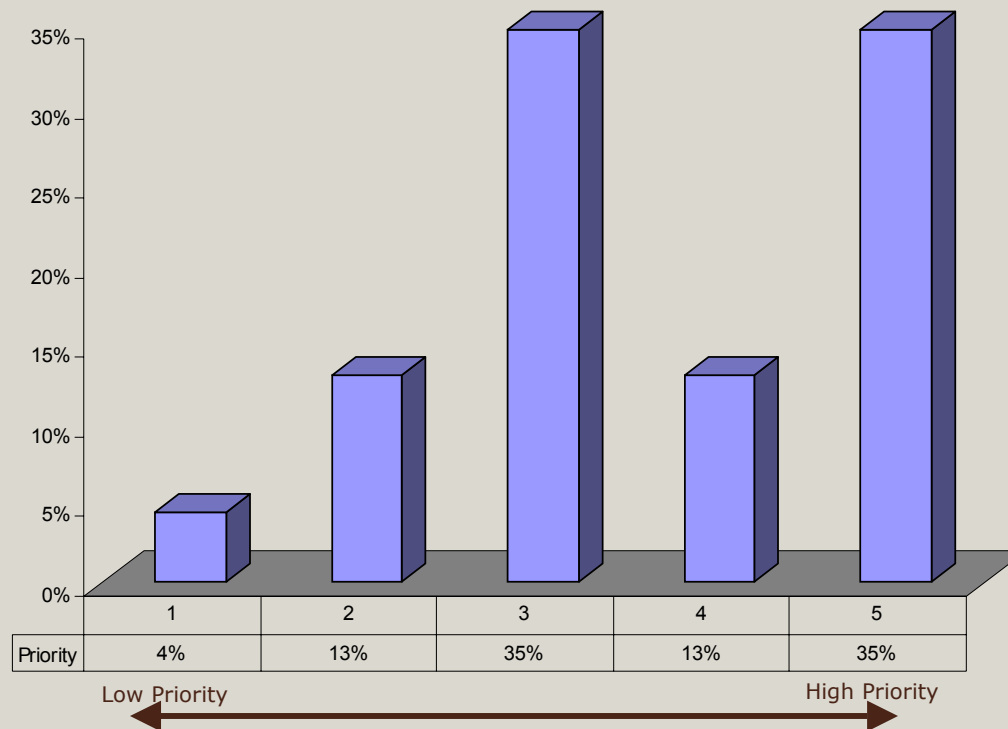


Currently addressing this barrier:
No- But hope to address in future:

41 percent
60 percent

PPB-2

Not enough good economic models exist that illustrate the cost benefits of increasing physical activity among age 50 and older adults.



Currently addressing this barrier:
No- But hope to address in future:

17 percent
50 percent

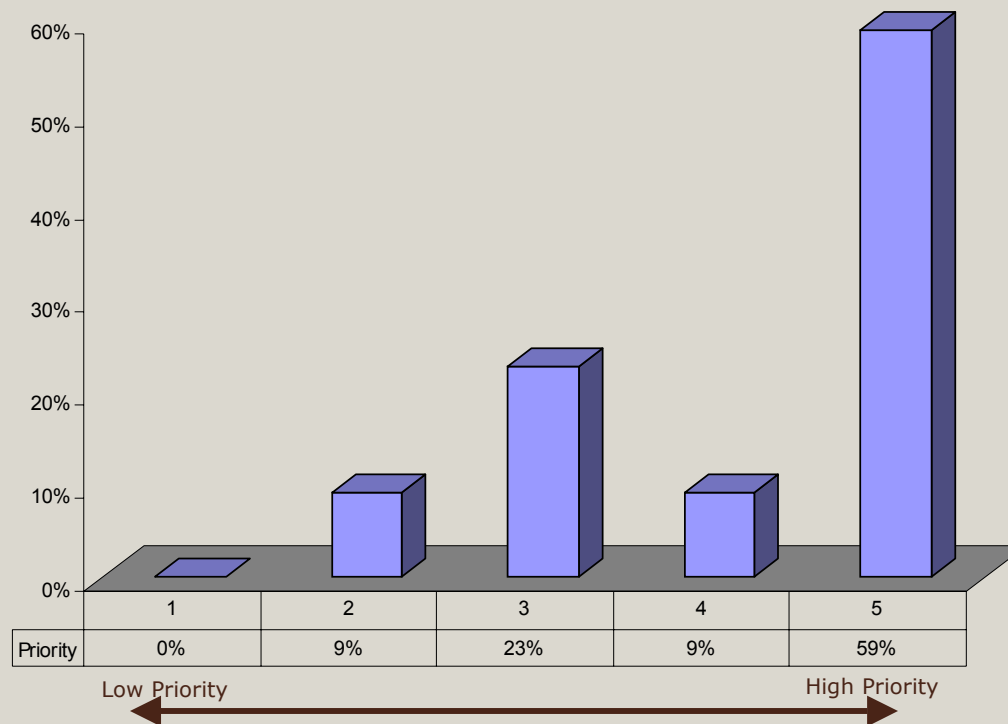
Barriers To Physical Activity



Marketing
and
Communications

MCB-1

Many of the messages and information about physical activity and exercise have been unclear, at times inconsistent, and confusing to older people, as well as to the general population, health professionals, and policy makers.

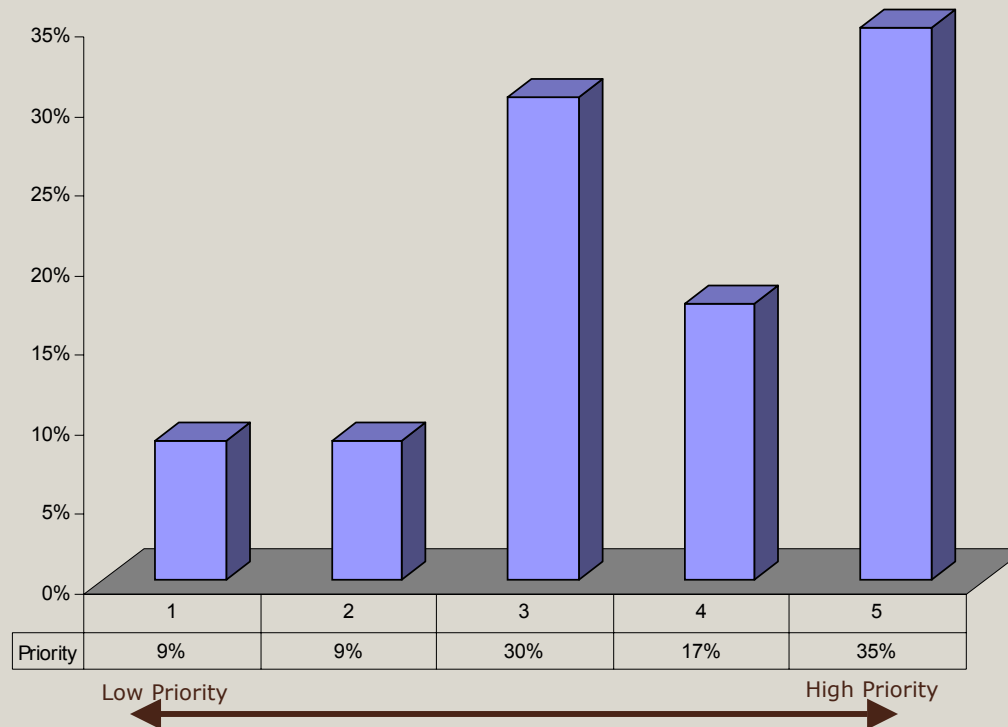


Currently addressing this barrier:
No- But hope to address in future:

55 percent
69 percent

MCB-2

There is minimal marketing research to define the perceptions, beliefs, and concerns of the age 50 and older population about physical activity and aging.

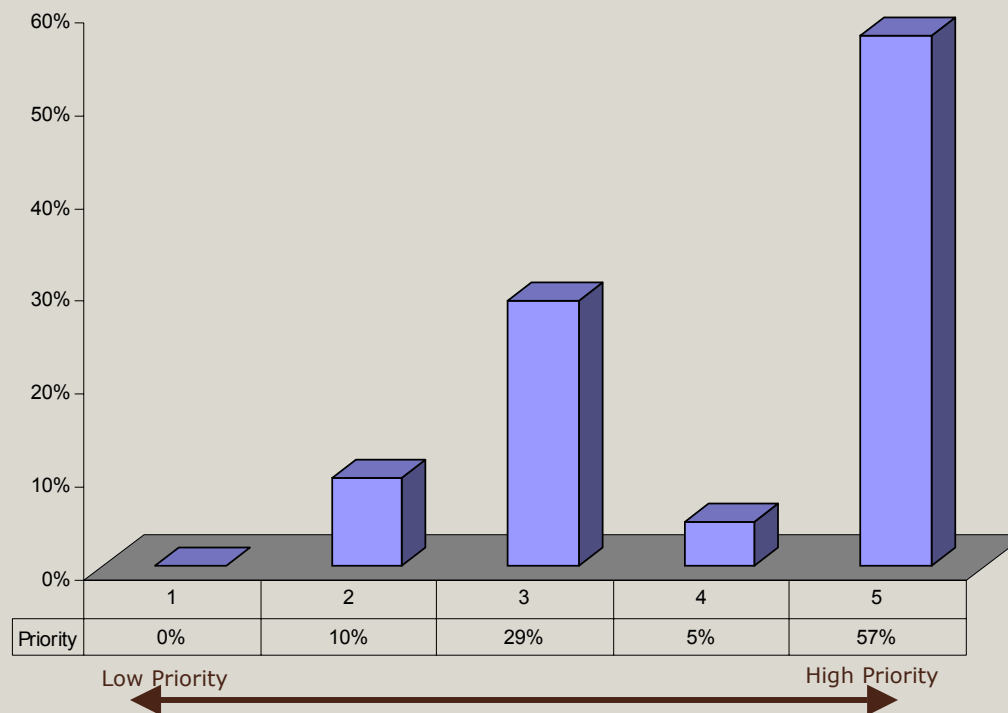


Currently addressing this barrier:
No- But hope to address in future:

22 percent
53 percent

MCB-3

Not enough effective messages to communicate information about physical activity have been developed and tested.



Currently addressing this barrier:
No- But hope to address in future:

18 percent
67 percent