

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

Strategies to Promote Physical Activity

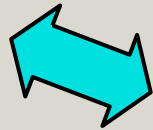
On May 1st, 2001 in Washington D.C., a coalition of national organizations released a major national planning document in the area of aging and physical activity. The National Blueprint: Increasing Physical Activity Among Adults Aged 50 and Older was developed to serve as a guide for multiple organizations, 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 some of the strategies to promote physical activity in older adults that are being implemented or considered by the Blueprint organizations. To date, 24 organizations have responded. This document provides summary data for each strategy 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.

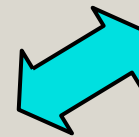
STRATEGIES to promote Physical Activity

CROSS
CUTTING

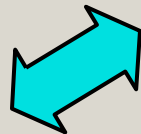
RESEARCH



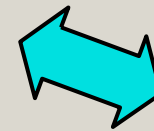
MARKETING



HOME/
COMMUNITY



PUBLIC
POLICY



WORK PLACE

MEDICAL
SYSTEMS



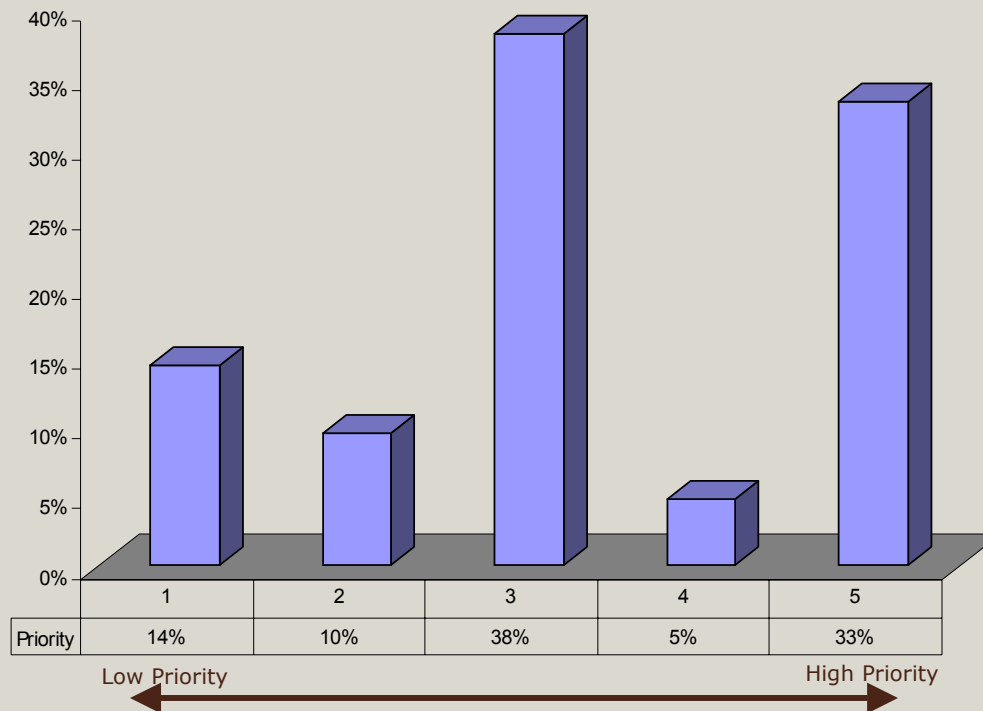
Strategies to Promote Physical Activity



Cross-Cutting

CCS-1

Create a national clearinghouse to disseminate effective educational information including tested public education, social marketing materials and public policy information on physical activity and aging.

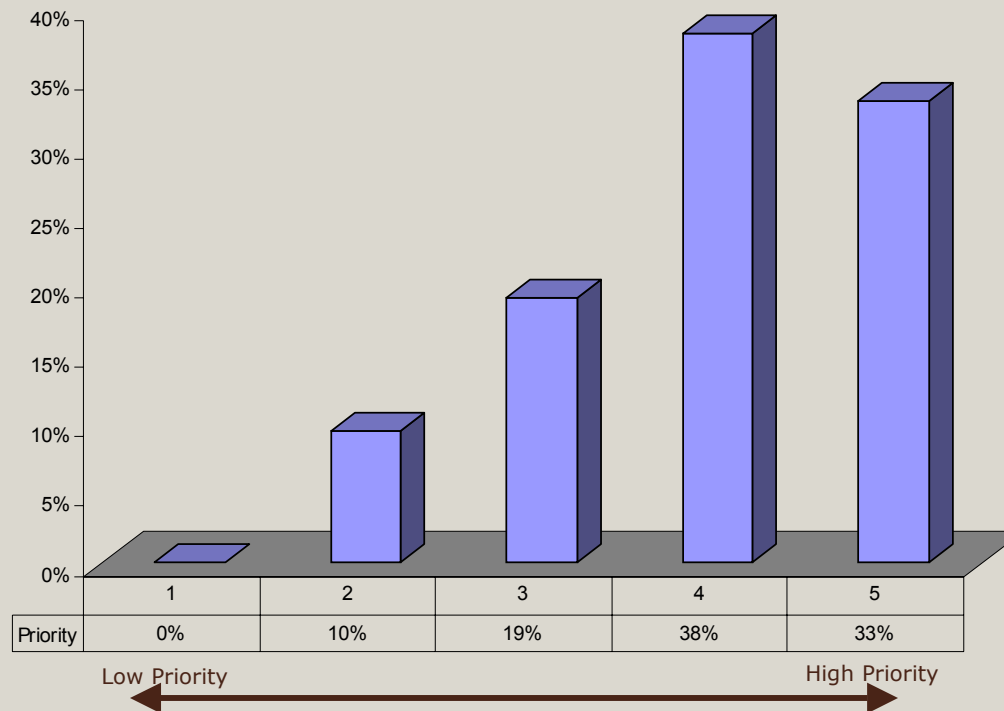


Currently addressing this barrier:
No- But hope to address in future:

20 percent
35 percent

CCS-2

Specify what interventions are most beneficial for specific segments of the 50 plus population (active older adults, frail elderly, homebound, disabled, etc.).

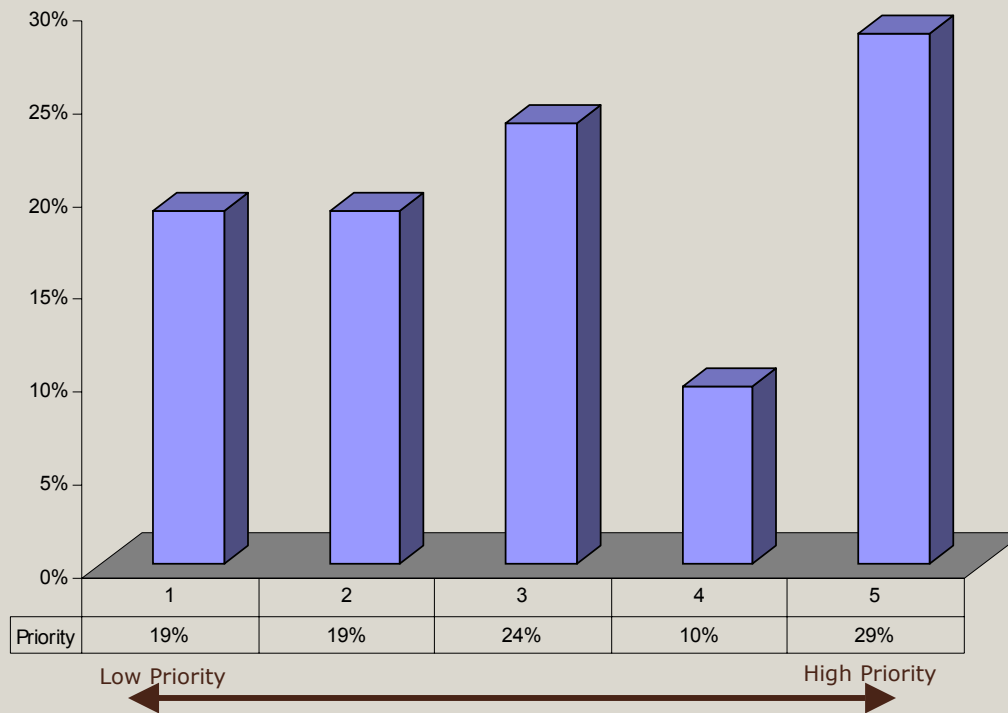


Currently addressing this barrier:
No- But hope to address in future:

35 percent
60 percent

CCS-3

Establish and disseminate standards for fitness leaders who work with older populations.

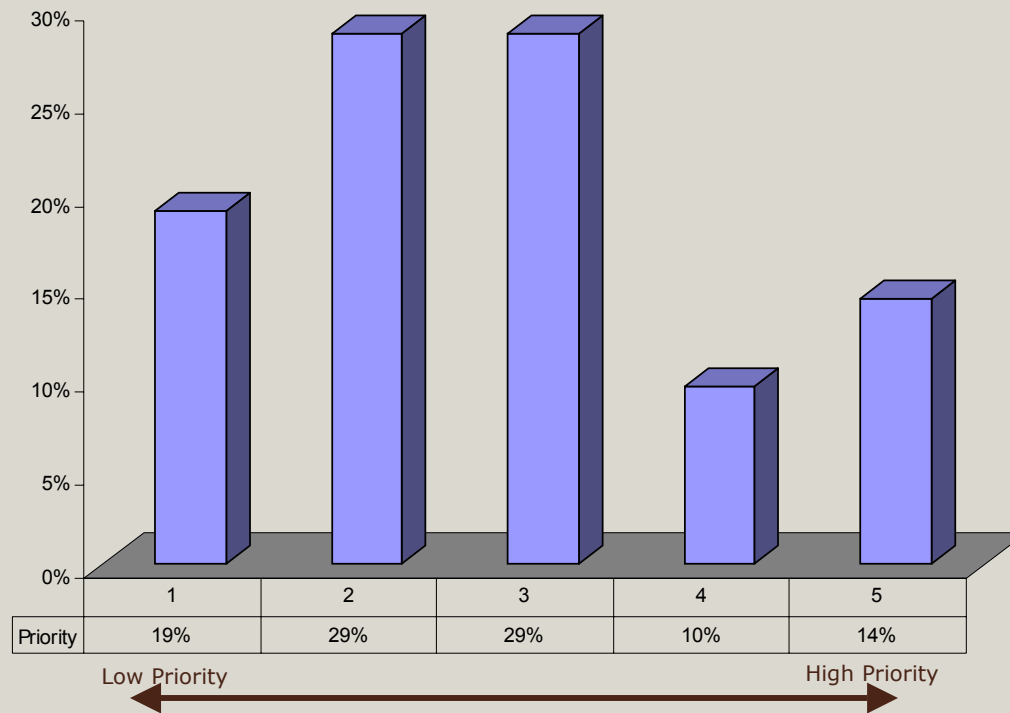


Currently addressing this barrier:
No- But hope to address in future:

25 percent
27 percent

CCS-4

Identify and use "ambassadors" and celebrities to communicate to the 50 plus audiences.



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

24 percent
29 percent

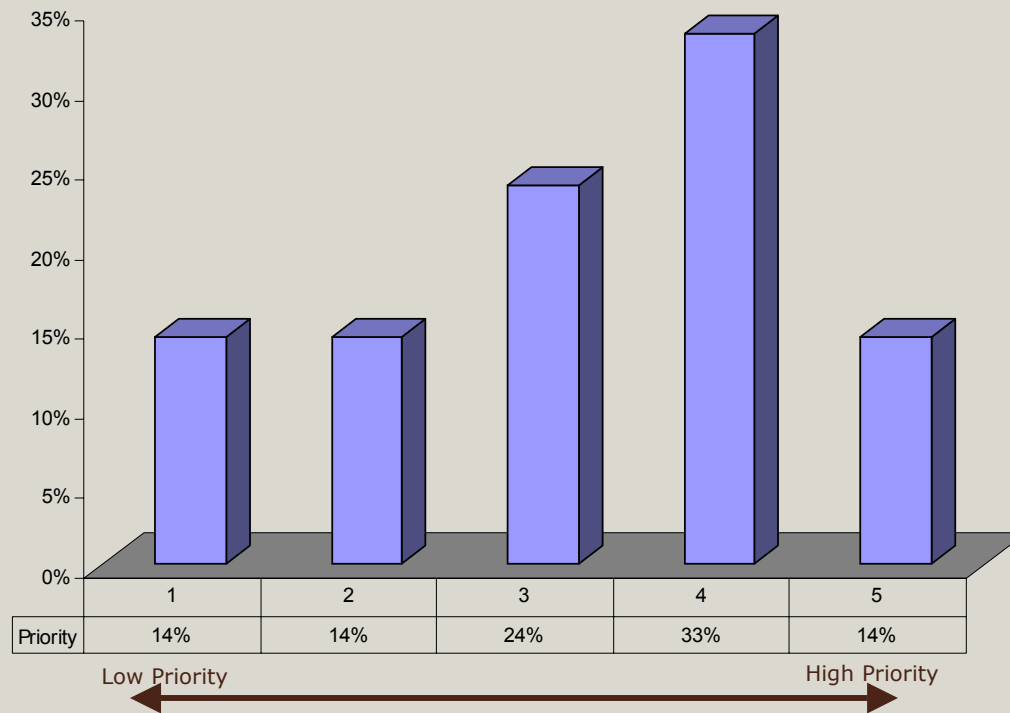
Strategies to Promote Physical Activity



Research

RS-1

Conduct studies to characterize and profile seniors who are currently active.

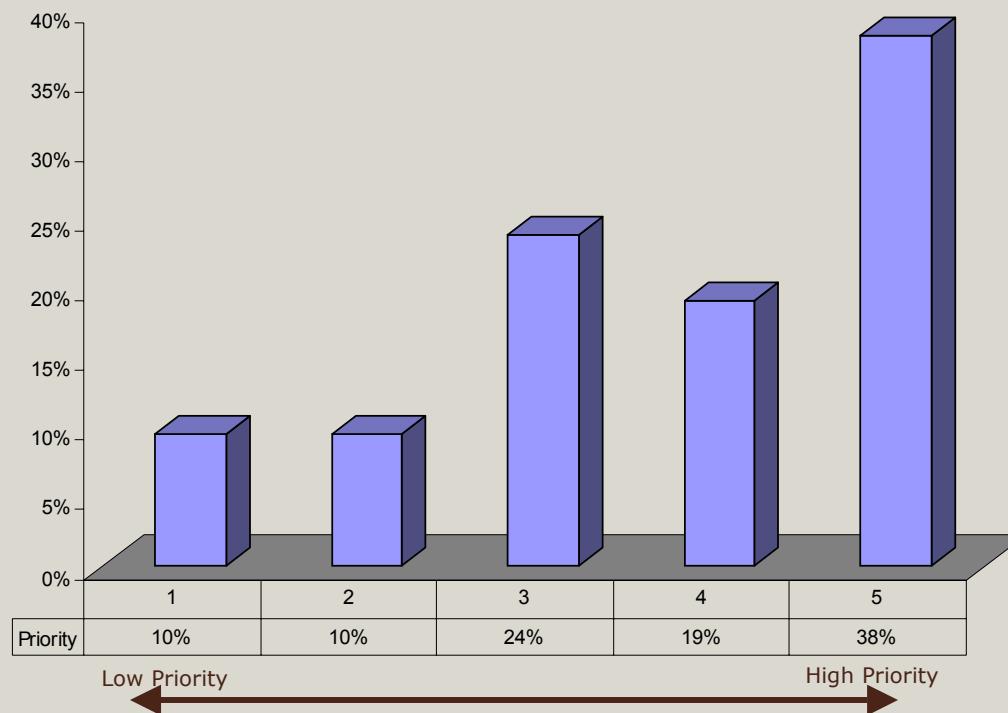


Currently addressing this barrier:
No- But hope to address in future:

29 percent
43 percent

RS-2

Design and implement a comprehensive longitudinal study of activity-friendly communities to track their impact on reducing disease and disability, as well as improvements in people's quality of life.

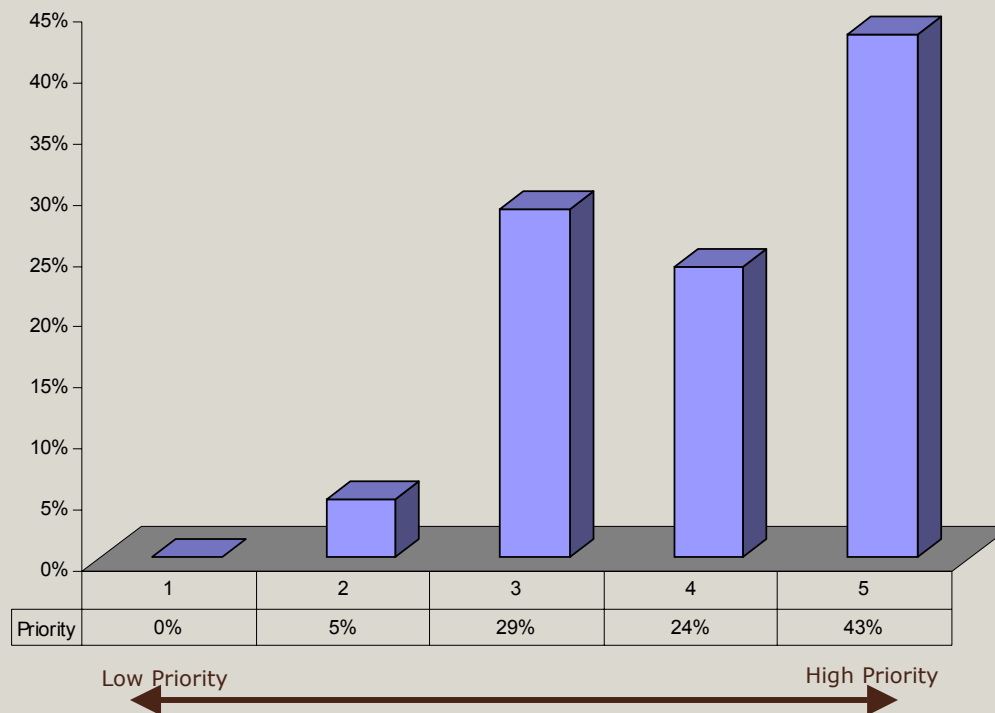


Currently addressing this barrier:
No- But hope to address in future:

14 percent
38 percent

RS-3

Conduct behavioral research to understand better what motivates individuals to participate in community, home-based, and worksite programs or self-directed activities.

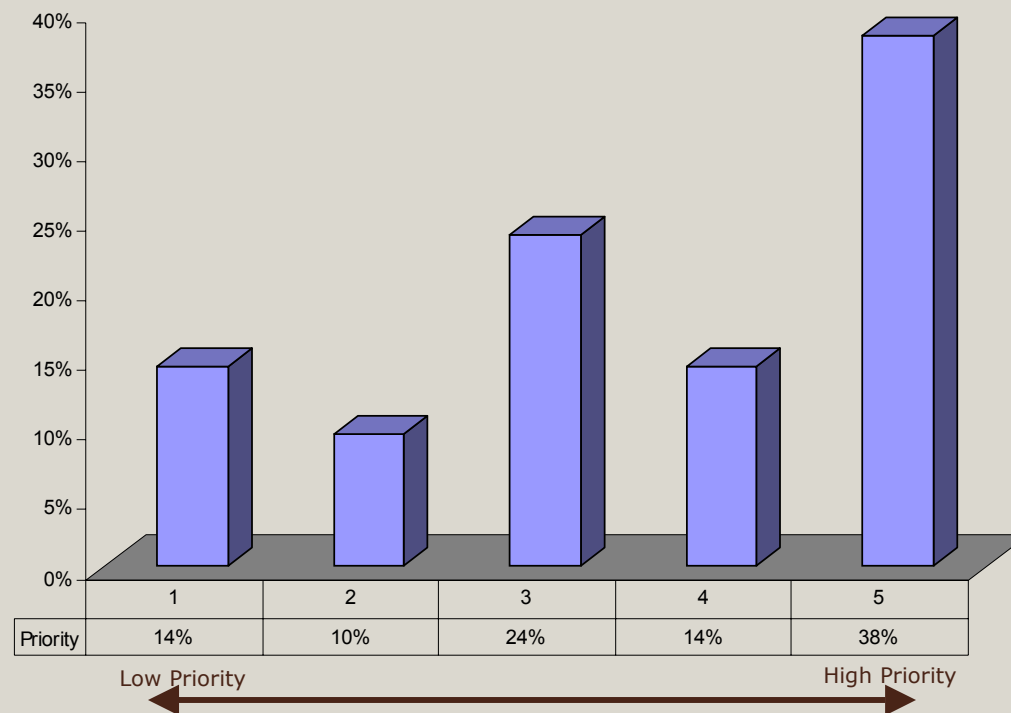


Currently addressing this barrier:
No- But hope to address in future:

14 percent
50 percent

RS-4

Identify appropriate valid and reliable measures of physical activity and other health outcomes that can be used in future physical activity research targeting midlife and older adults.

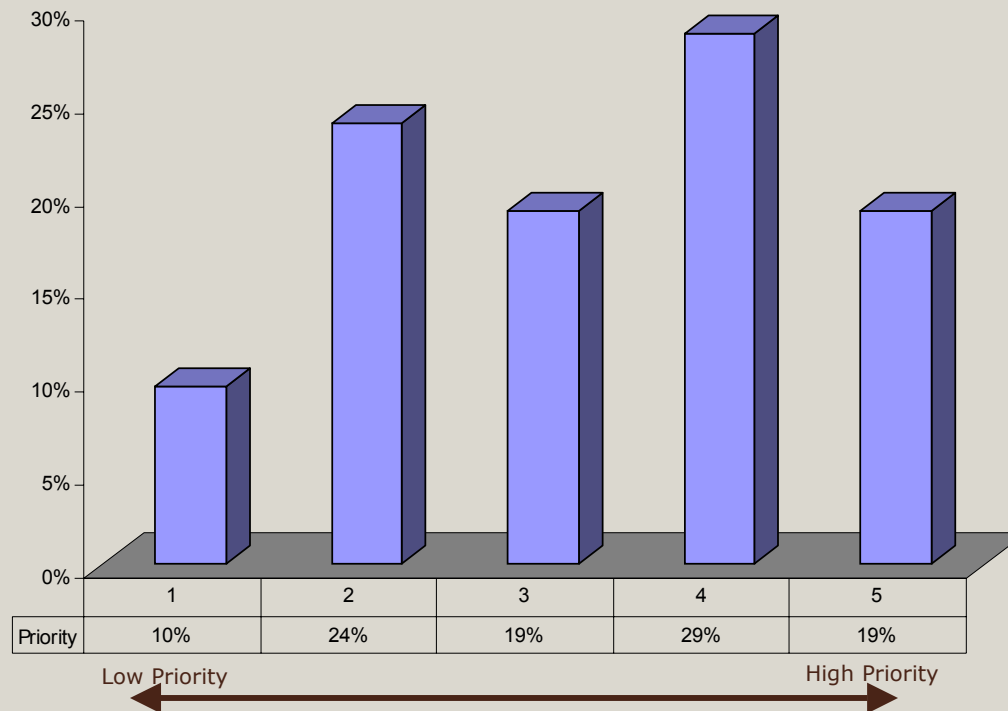


Currently addressing this barrier:
No- But hope to address in future:

30 percent
25 percent

RS-5

Conduct research related to HCFA/Medicare guidelines for physical activity and the older populations.



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

10 percent
60 percent

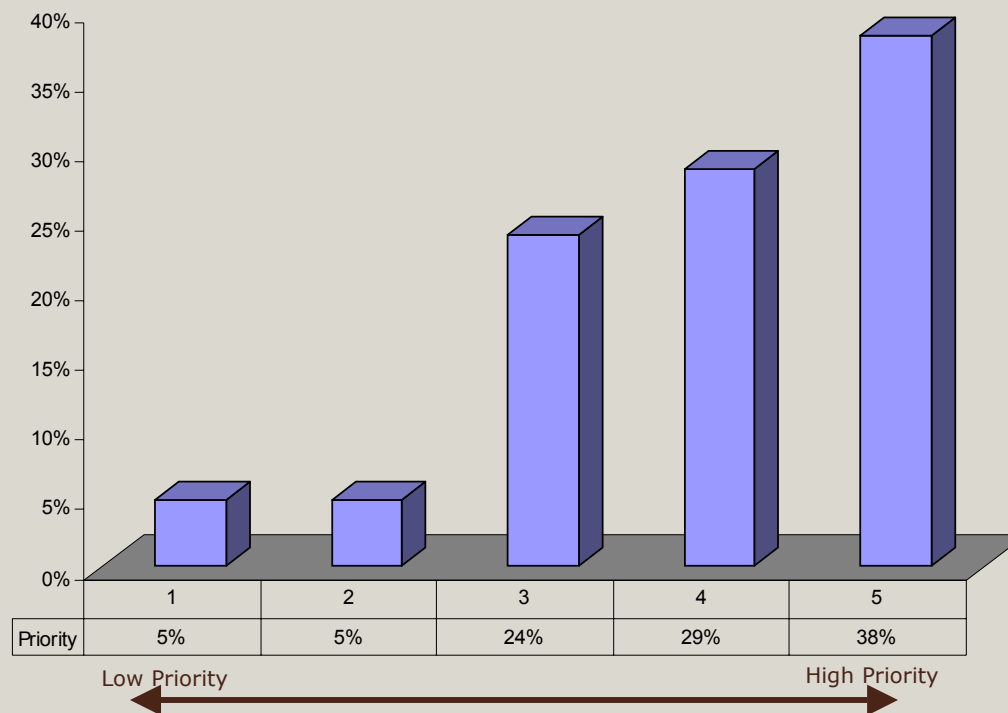
Strategies to Promote Physical Activity



Home/Community

HS-1

Highlight examples of activity-friendly communities and home/community based programs, including a system to share best practices.

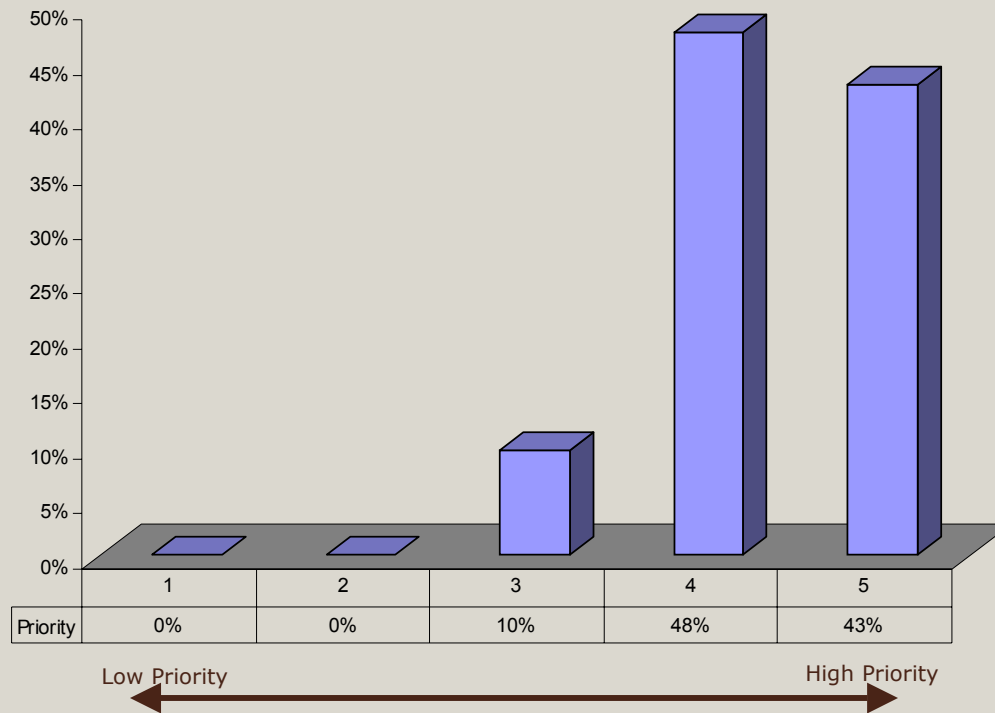


Currently addressing this barrier:
No- But hope to address in future:

48 percent
18 percent

HS-2

Identify professionals in the community who can serve as resources for information and assistance.

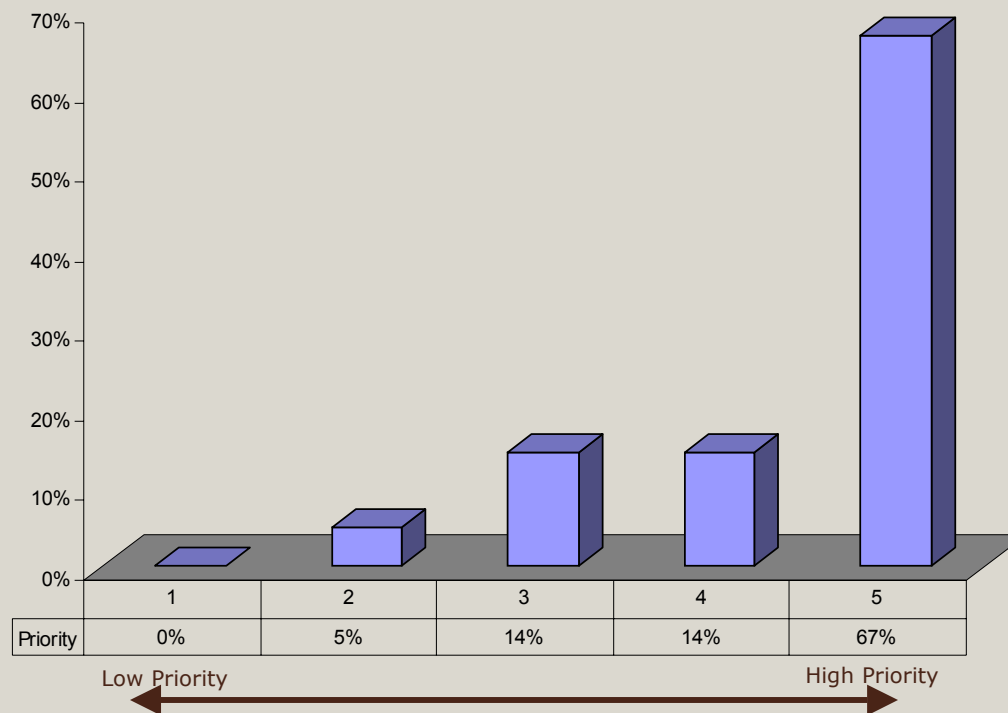


Currently addressing this barrier:
No- But hope to address in future:

52 percent
50 percent

HS-3

Provide community organizations with a template for good physical activity programs:

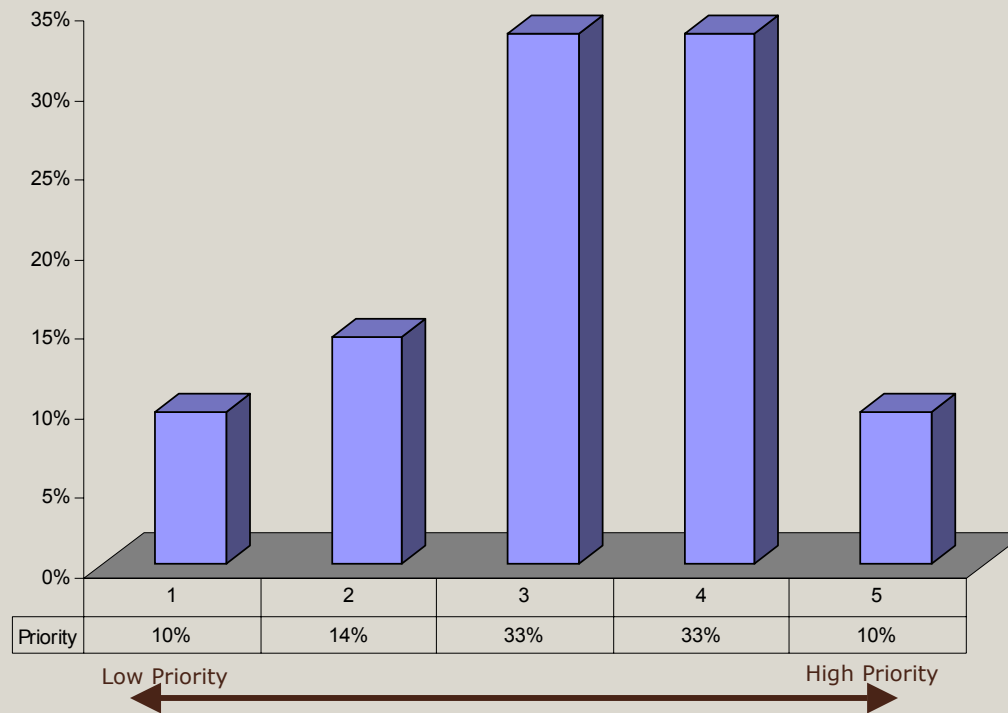


Currently addressing this barrier:
No- But hope to address in future:

47 percent
75 percent

HS-4

Design and implement a health-impact assessment that is similar to an environmental impact assessment for communities.

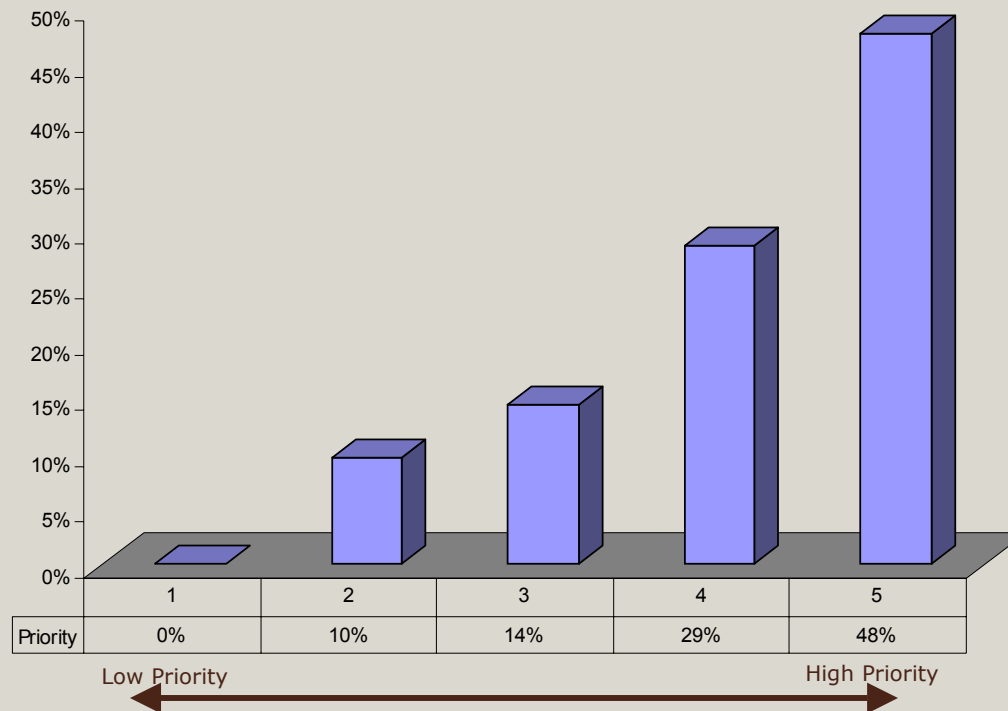


Currently addressing this barrier:
No- But hope to address in future:

22 percent
20 percent

HS-5

Establish partnerships among health, aging, urban/community planning, transportation, environmental groups, recreation, social service, and the private sector.



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

48 percent
33 percent

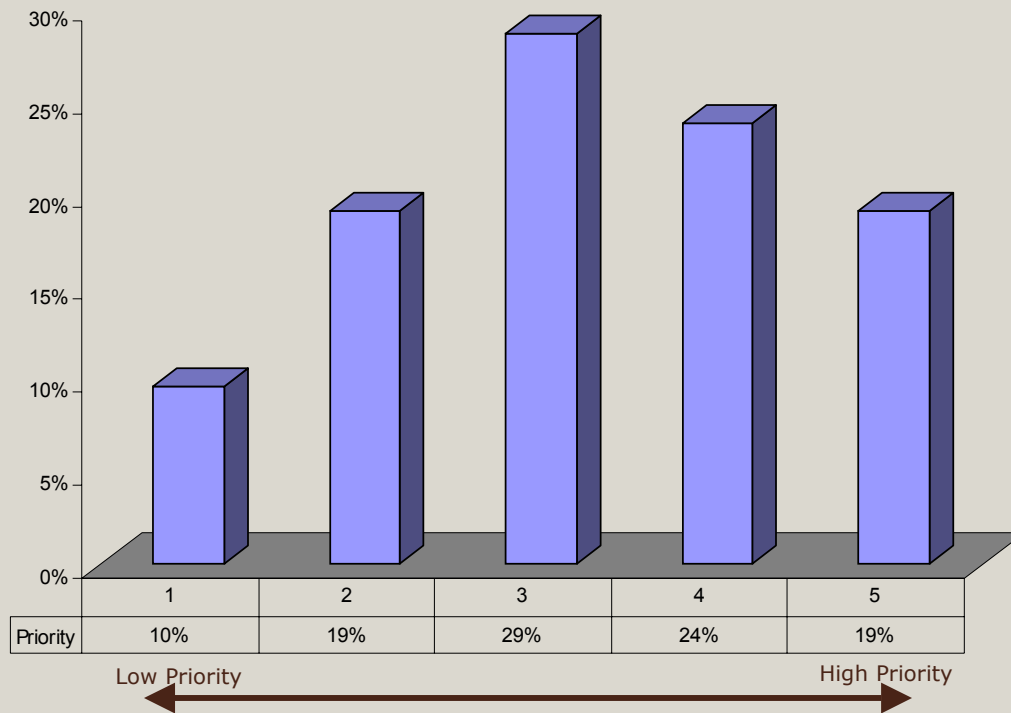
Strategies to Promote Physical Activity



Work Place

WS-1

Create a workplace environment where time for physical activity is incorporated into daily activities.

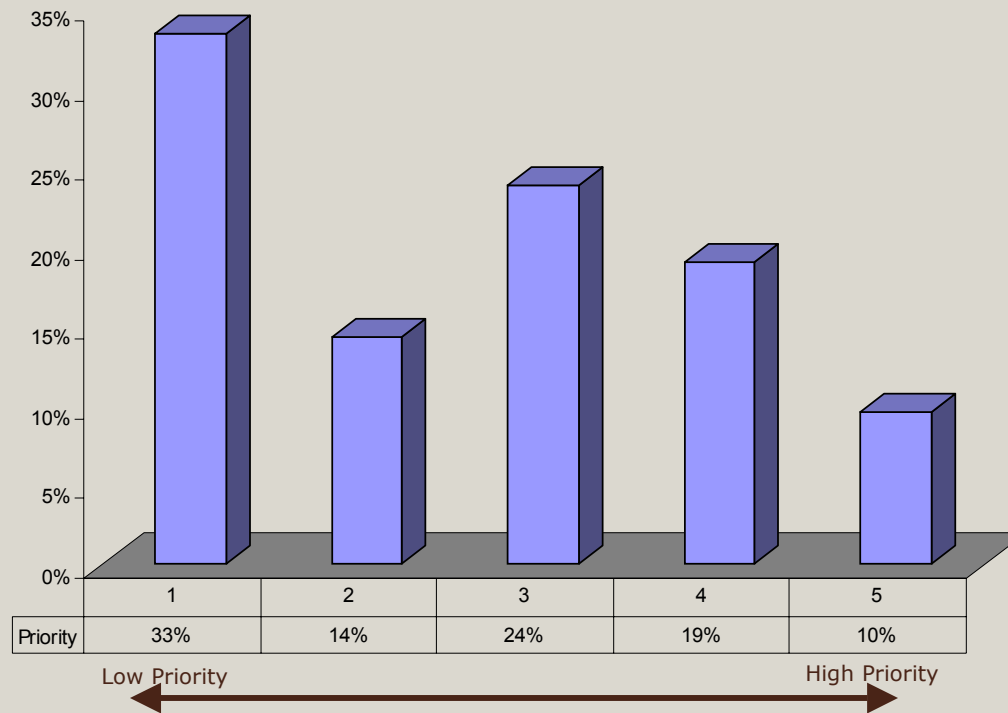


Currently addressing this barrier:
No- But hope to address in future:

25 percent
46 percent

WS-2

Provide financial incentives to employers that incorporate physical activity enhancements in the workplace.

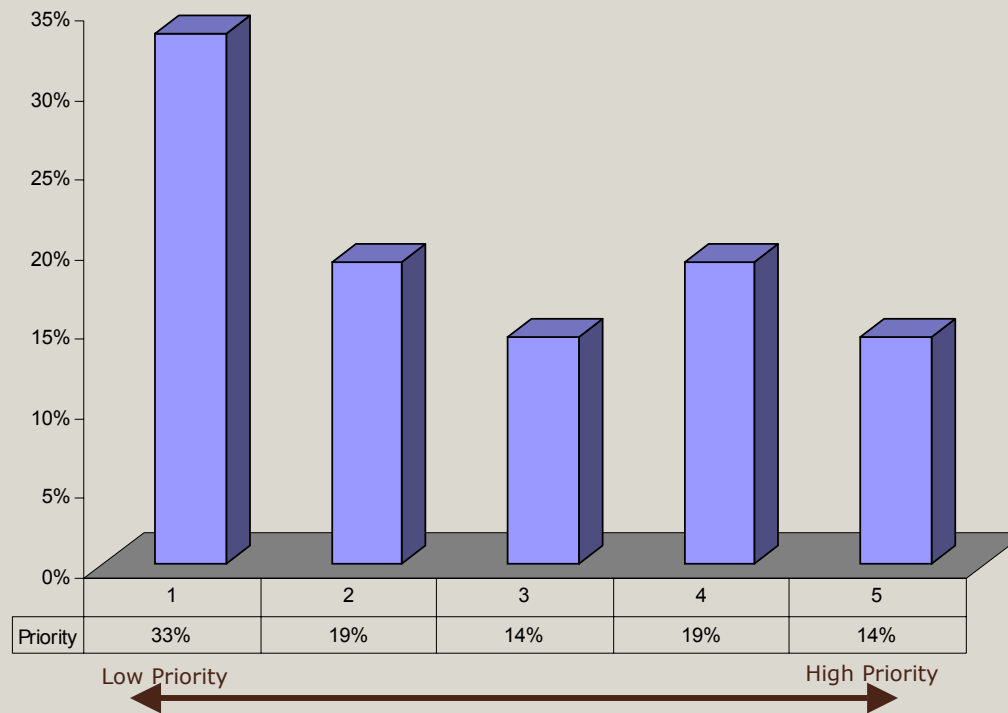


Currently addressing this barrier:
No- But hope to address in future:

5 percent
12 percent

WS-3

Provide health insurance cost reductions to employers that offer physical activity programs to employees.

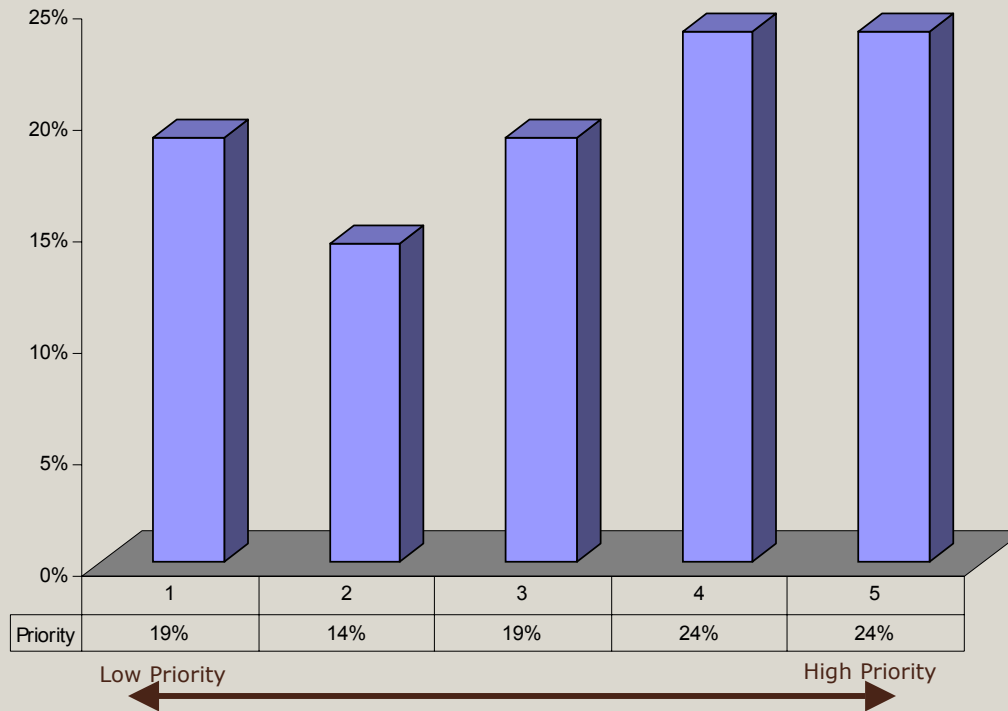


Currently addressing this barrier:
No- But hope to address in future:

5 percent
28 percent

WS-4

Provide tools and templates to enable employers to communicate information about the importance of physical activity.

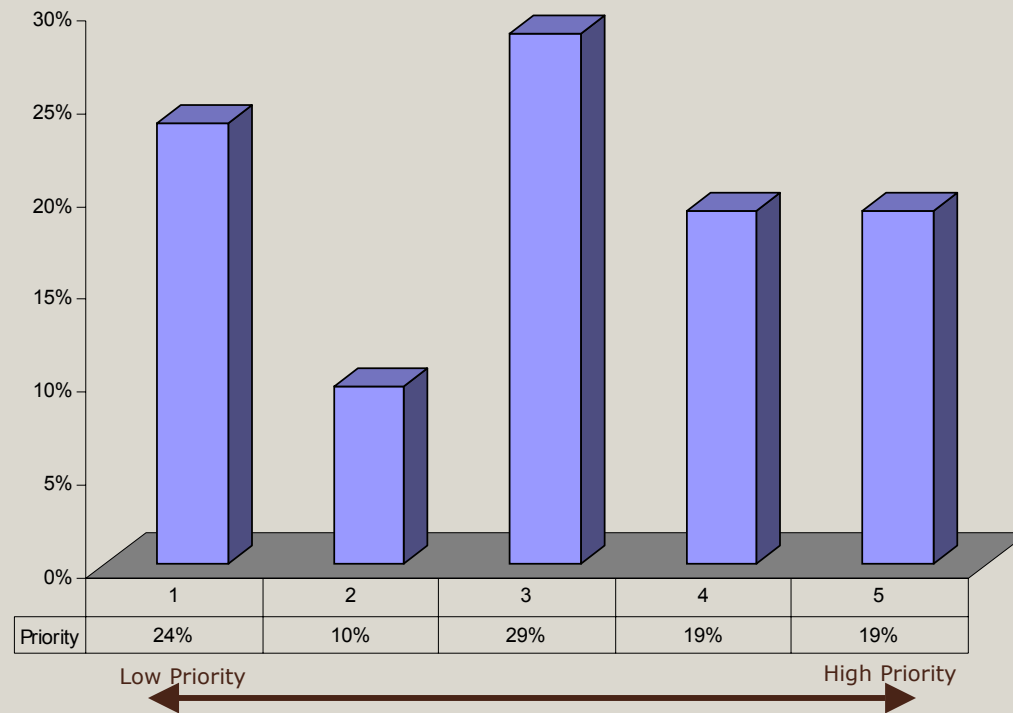


Currently addressing this barrier:
No- But hope to address in future:

38 percent
25 percent

WS-5

Identify and disseminate information about successful worksite physical activity programs designed for employees age 50 and older.



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

11 percent
35 percent

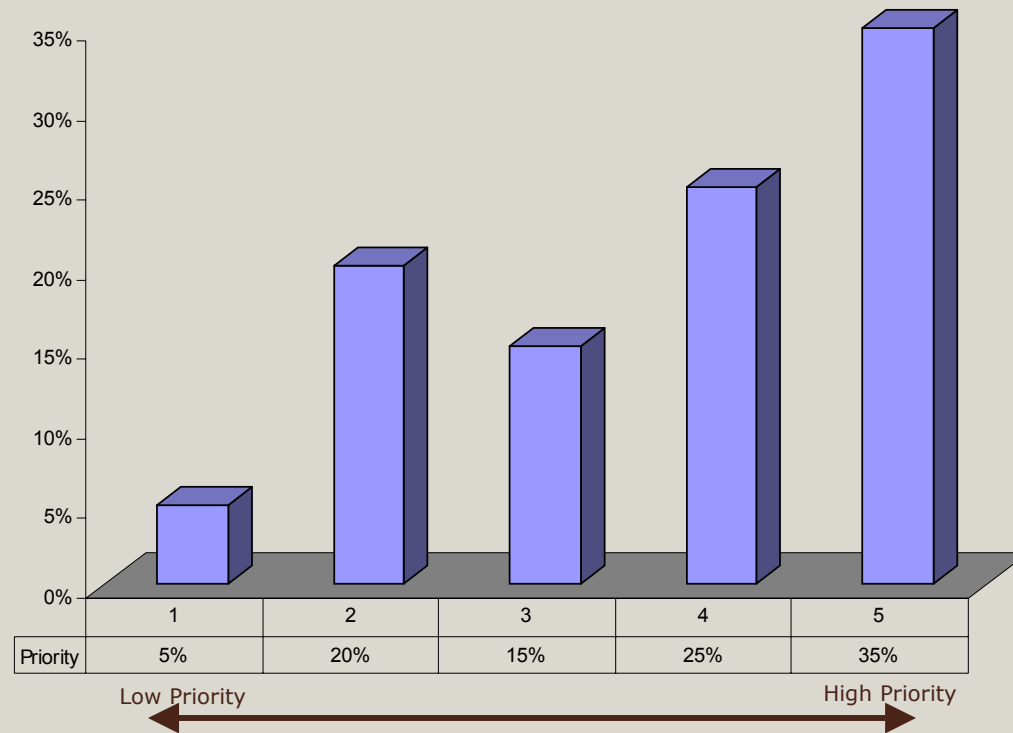
Strategies to Promote Physical Activity



Medical Systems

MSS-1

Assist healthcare systems in establishing methods for physical activity assessment, counseling, and follow-up with mid-life and older patients.

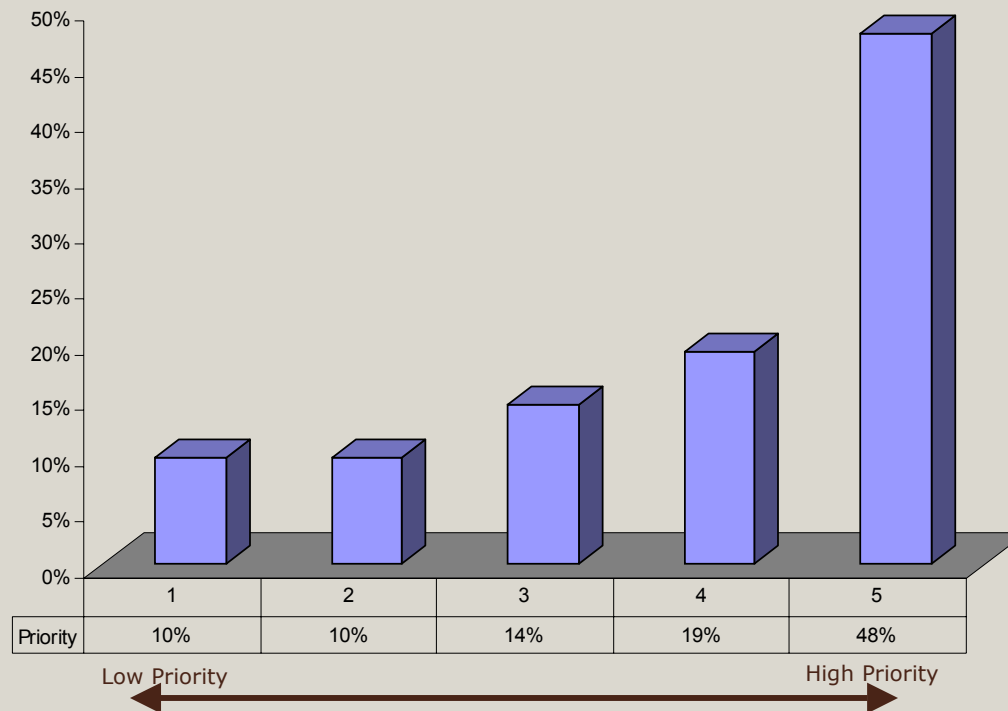


Currently addressing this barrier:
No- But hope to address in future:

32 percent
50 percent

MSS-2

Incorporate "best practices" on physical activity into education programs for all health care professionals.

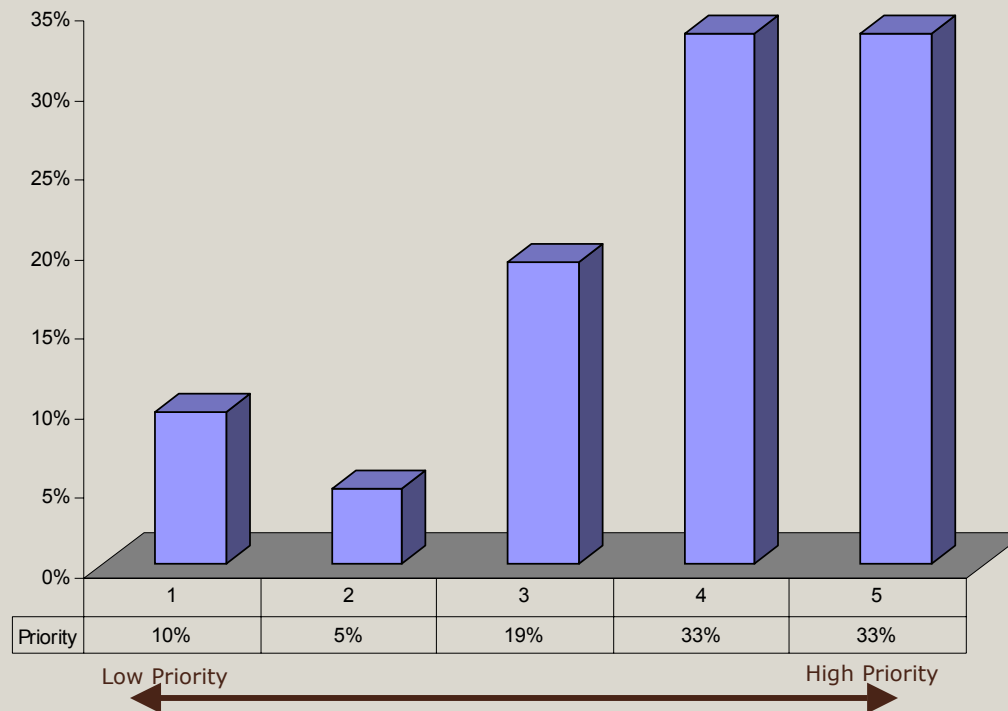


Currently addressing this barrier:
No- But hope to address in future:

45 percent
36 percent

MSS-3

Develop an evidence-based approach and practice guidelines to deliver physical activity programs and information through health care settings.

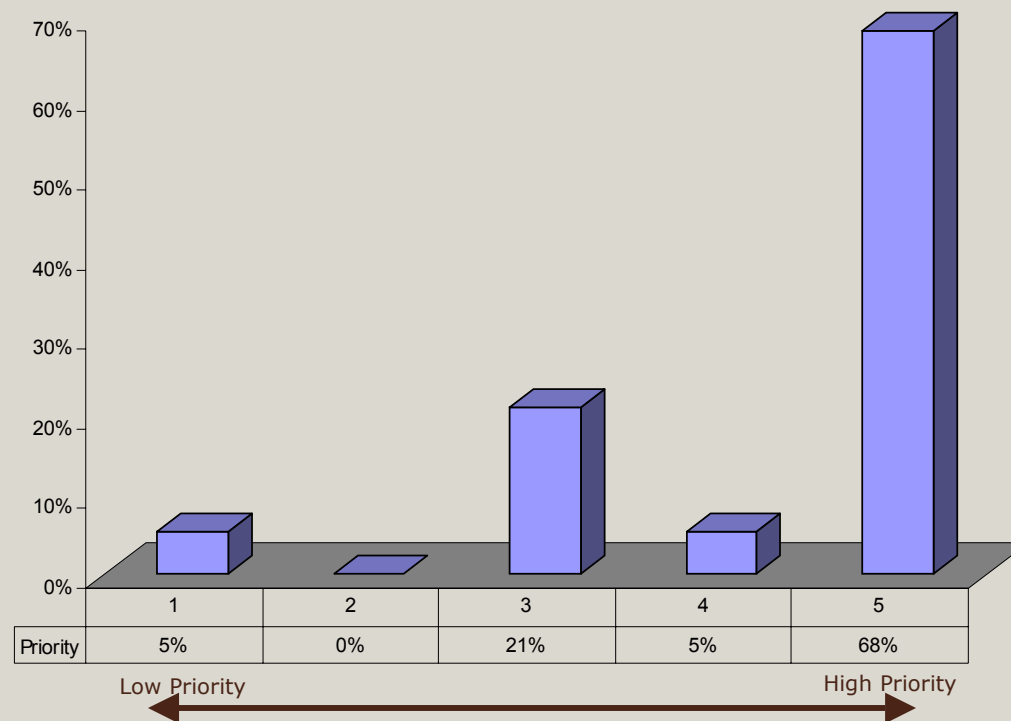


Currently addressing this barrier:
No- But hope to address in future:

35 percent
69 percent

MSS-4

Provide professionals with education on how to promote physical activity in the clinical setting. Implementation might include the approach of Ask, Advise, Assess, Assist and Adjust.

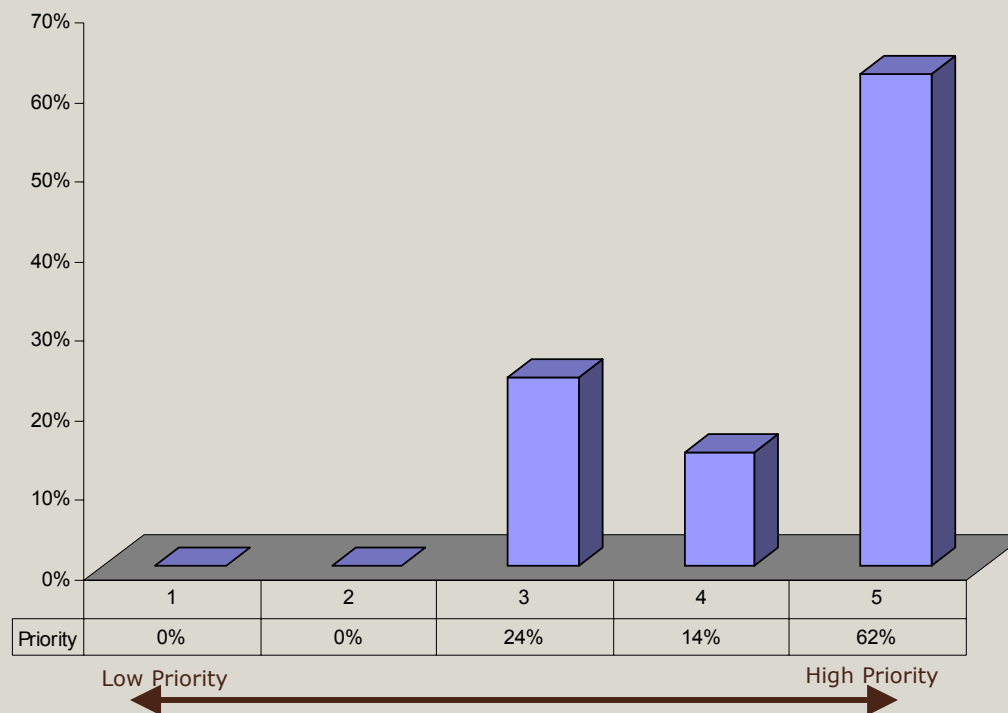


Currently addressing this barrier:
No- But hope to address in future:

42 percent
73 percent

MSS-5

Increase coordination and develop partnerships between medical professionals and the community to facilitate referrals and information sharing.

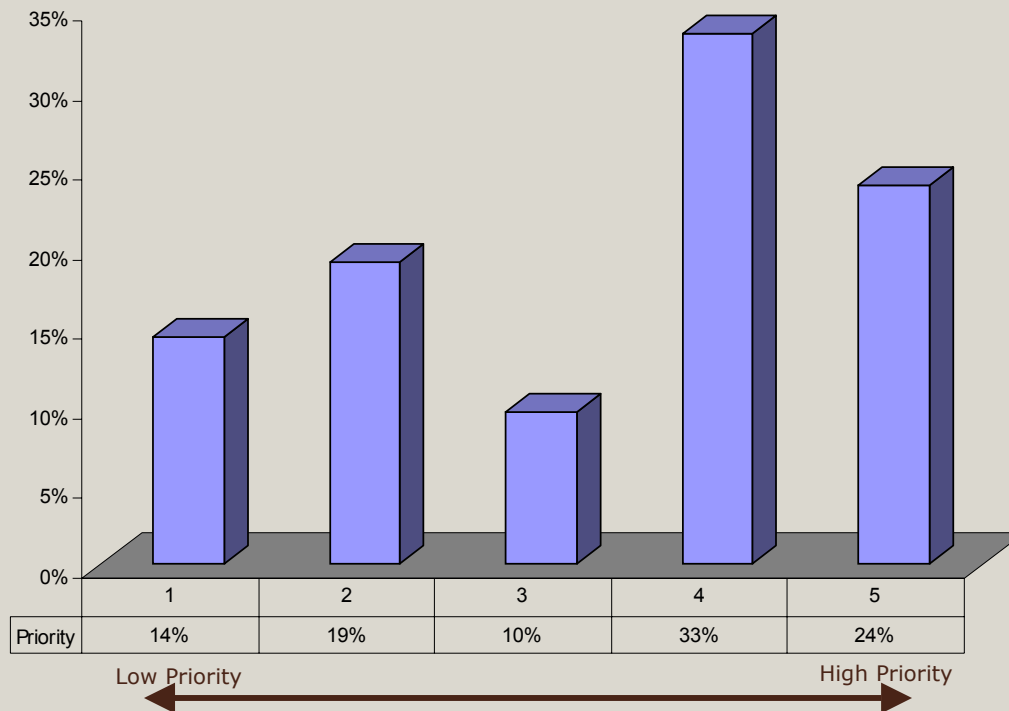


Currently addressing this barrier:
No- But hope to address in future:

58 percent
70 percent

MSS-6

Develop standards to accommodate physical activity programs in nursing care/assisted care facilities



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

5 percent
50 percent

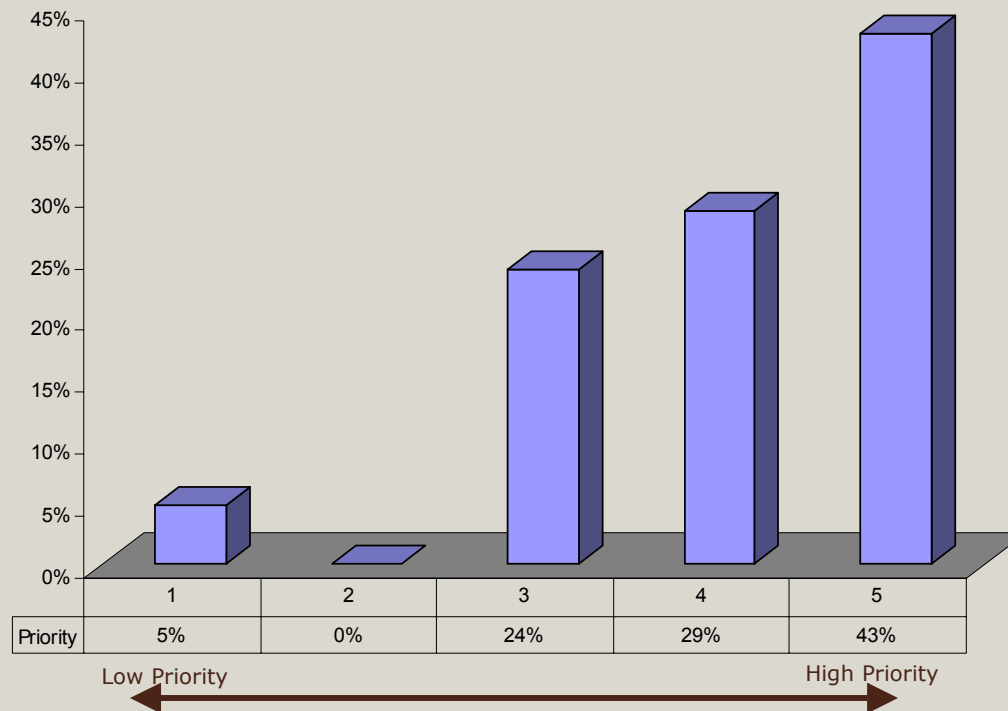
Strategies to Promote Physical Activity



Public Policy

PPS-1

Develop committed coalitions/partnerships to build leadership and capacity, leverage resources, and provide an ongoing forum for organizations to share information and ideas

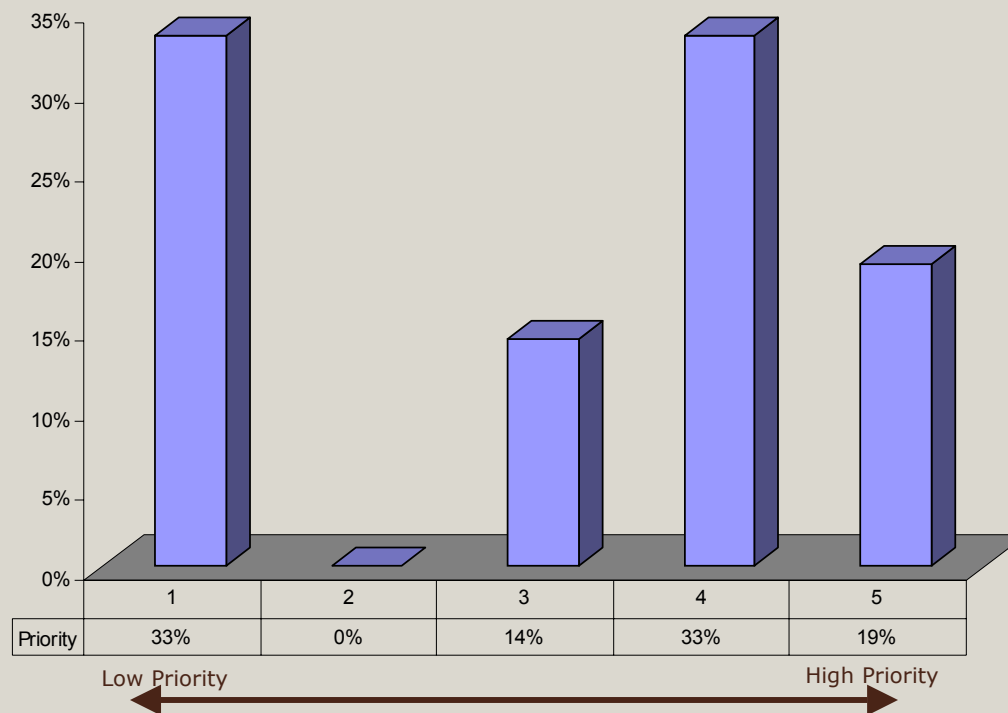


Currently addressing this barrier:
No- But hope to address in future:

48 percent
55 percent

PPS-2

Provide incentives to states and communities that achieve measurable increases in the physical activity levels of the 50 and older population.

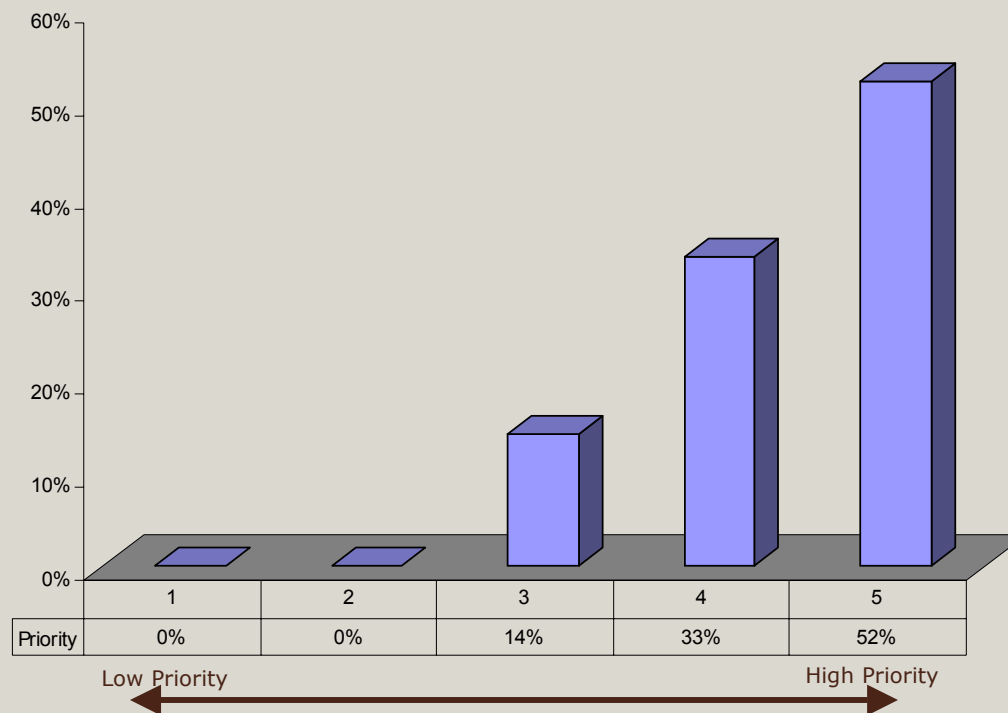


Currently addressing this barrier:
No- But hope to address in future:

0 percent
24 percent

PPS-3

Educate policy makers about the importance of physical activity for the age 50 and older population, emphasizing the social, economic and health benefits.

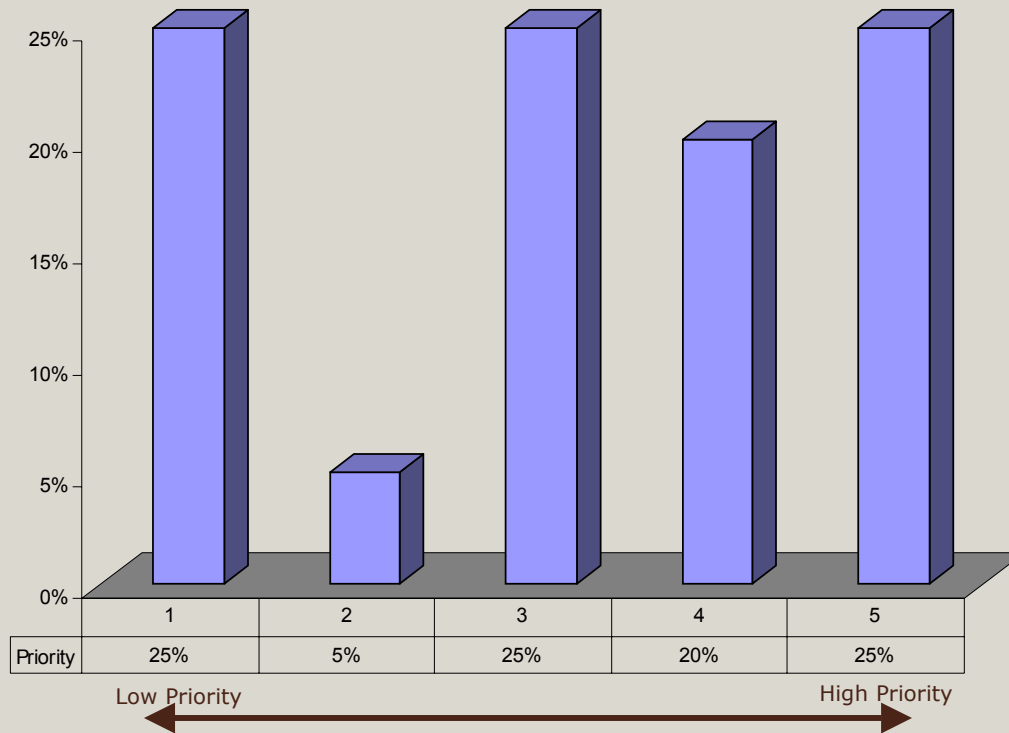


Currently addressing this barrier:
No- But hope to address in future:

37 percent
69 percent

PPS-4

Conduct a policy analysis of health plans that offer benefits related to physical activity for mid-life and older adults.

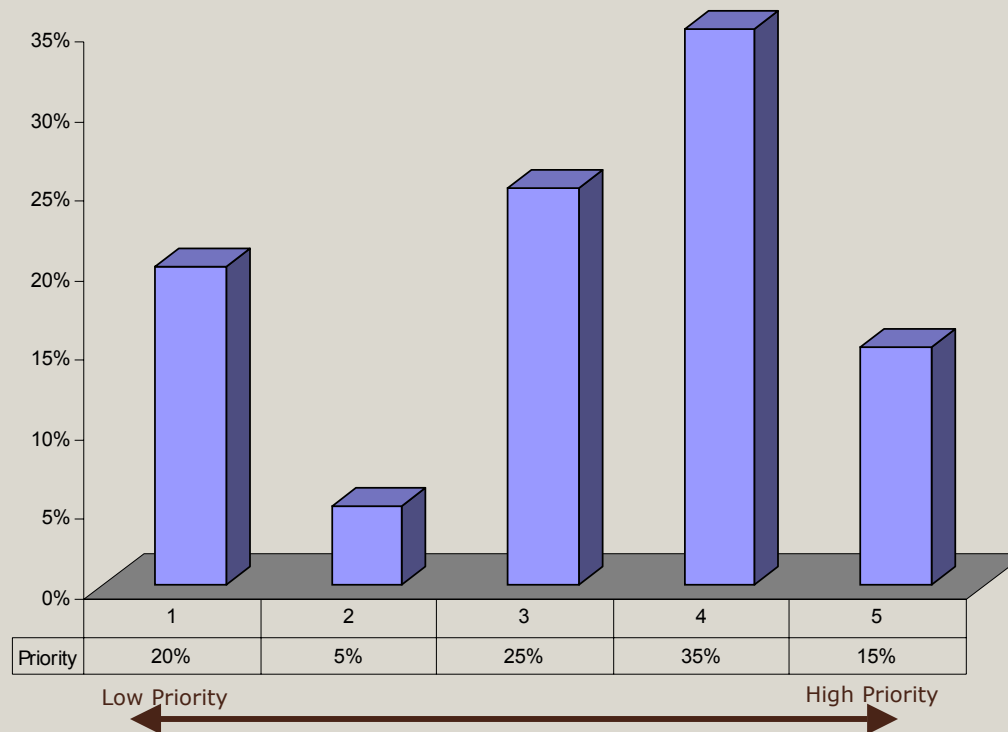


Currently addressing this barrier:
No- But hope to address in future:

10 percent
29 percent

PPS-5

Develop a national scorecard to outline what makes a community "activity friendly" for older adults, and publicize rankings.



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

5 percent
35 percent

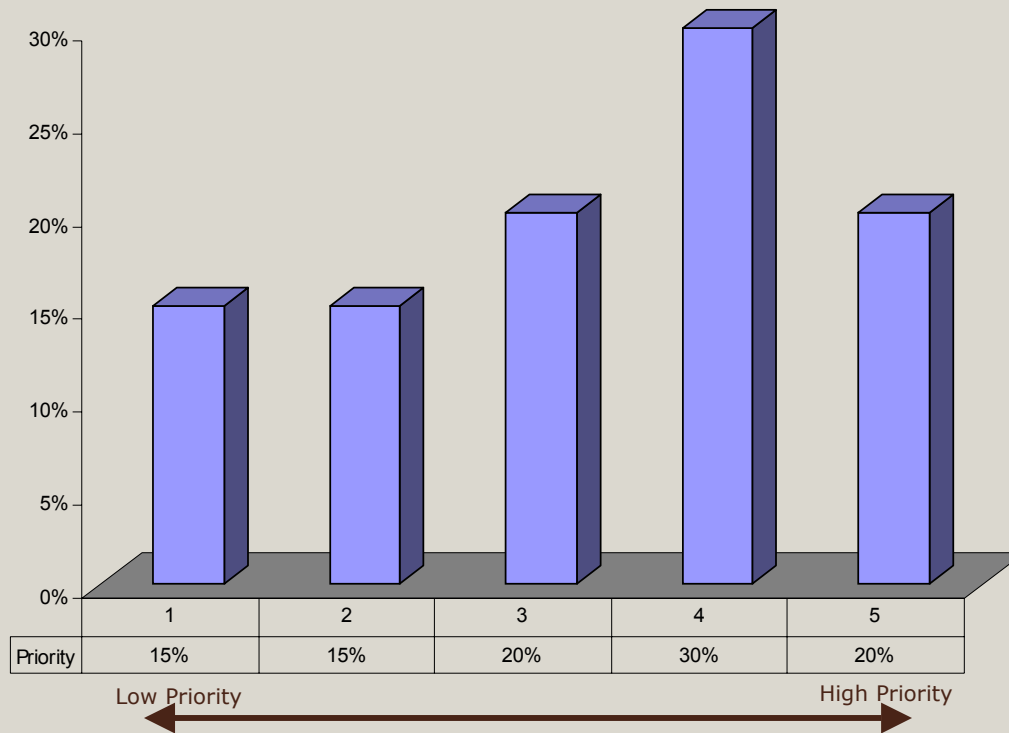
Strategies to Promote Physical Activity



Marketing
and
Communications

MCS-1

Conduct research on effective social marketing strategies about physical activity and older adults.

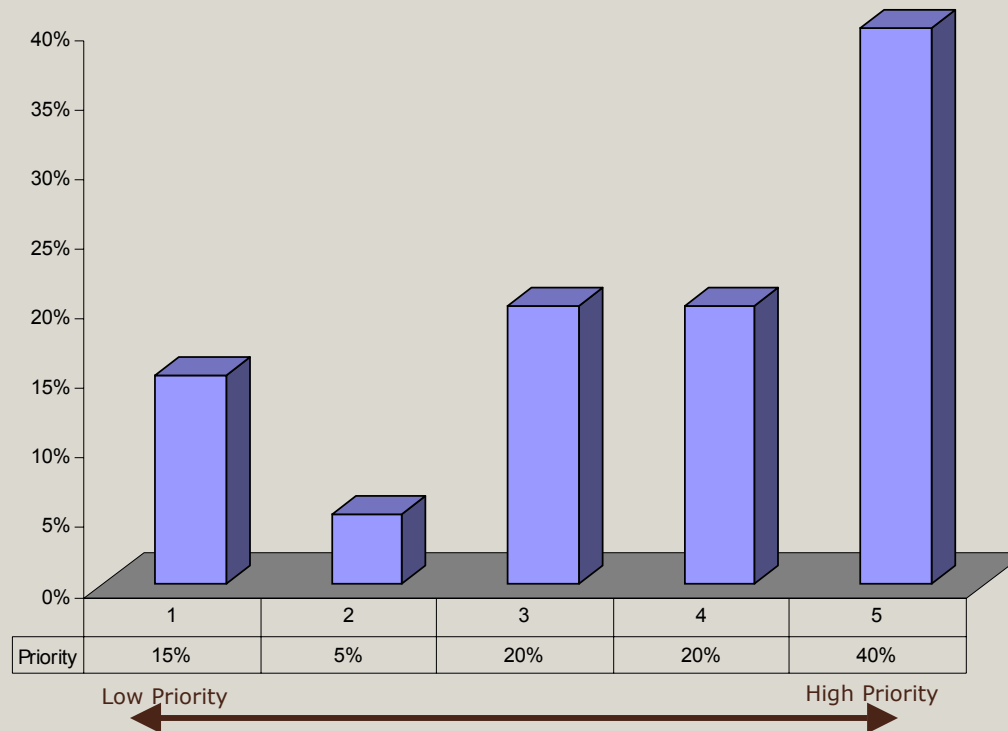


Currently addressing this barrier:
No- But hope to address in future:

15 percent
33 percent

MCS-2

Provide more information on how to segment and communicate effectively to the age 50 and older audiences.

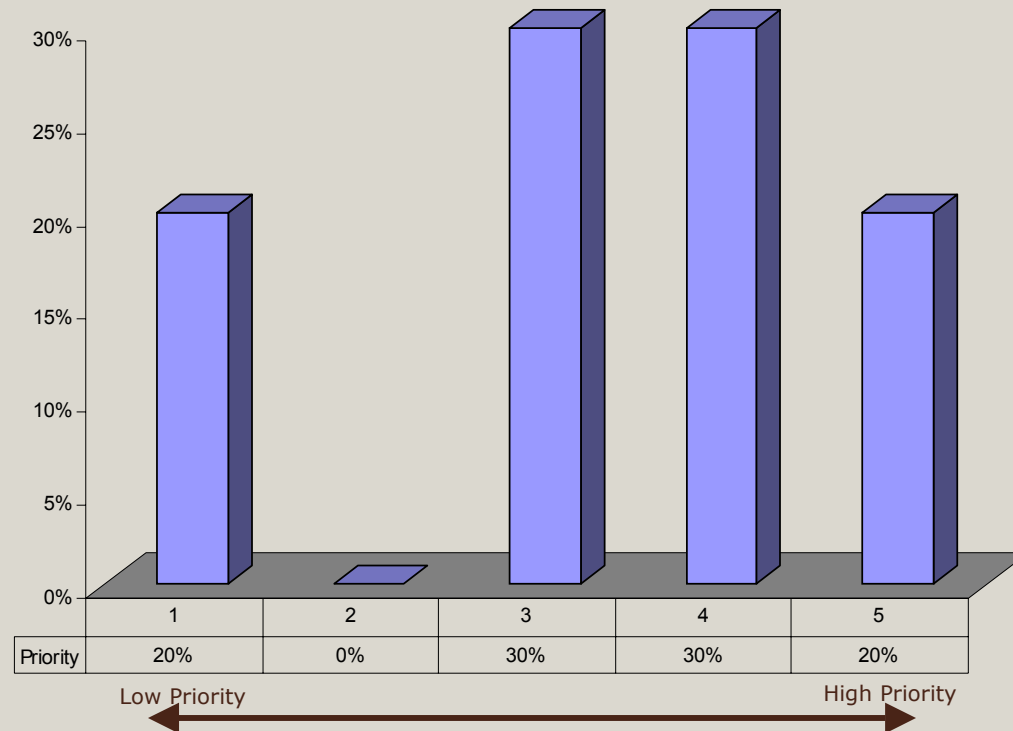


Currently addressing this barrier:
No- But hope to address in future:

20 percent
50 percent

MCS-3

Develop and test a mass-market communications campaign to increase awareness about the importance of physical activity for older Americans.

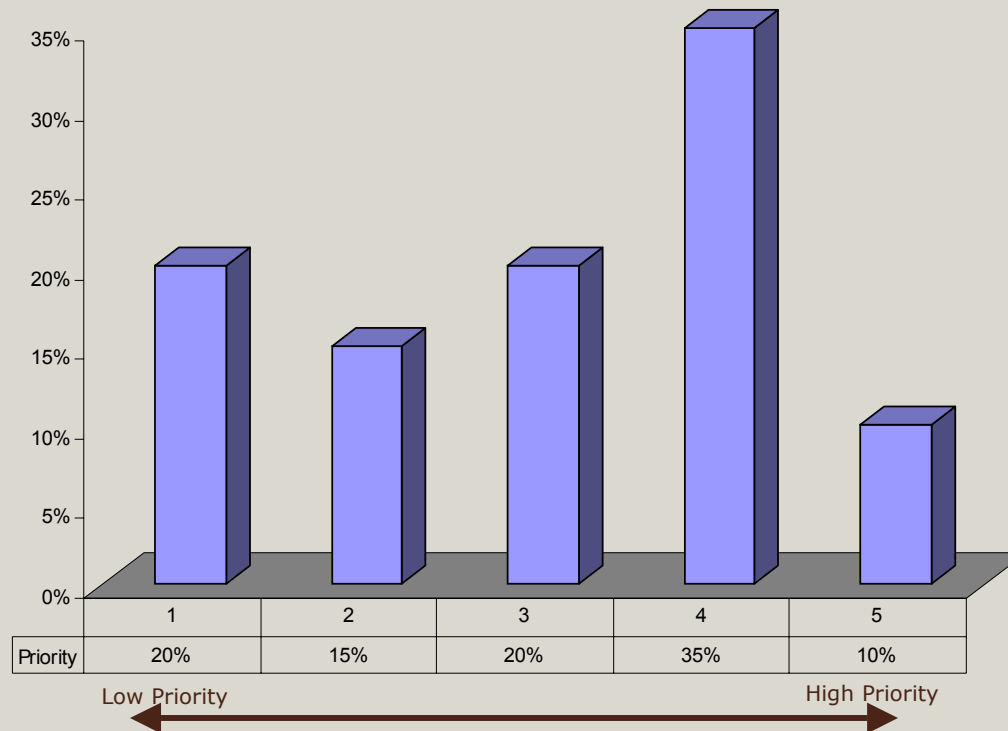


Currently addressing this barrier:
No- But hope to address in future:

15 percent
21 percent

MCS-4

Personalize messages to target audiences, using market research and audience-appropriate communication delivery systems.



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

20 percent
29 percent