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

- Research
- Work Place
- Home/Community
- Medical Systems
- Public Policy
- Marketing

Cross-Cutting
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: 20 percent
No- But hope to address in future: 35 percent
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: 35 percent
No- But hope to address in future: 60 percent
CCS-3

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

Currently addressing this barrier: 25 percent
No- But hope to address in future: 27 percent
CCS-4

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

Currently addressing this barrier: 24 percent
No- But hope to address in future: 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: 29 percent
No- But hope to address in future: 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: 14 percent
No- But hope to address in future: 38 percent
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: 14 percent
No- But hope to address in future: 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: 30 percent
No- But hope to address in future: 25 percent
RS-5

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

Currently addressing this barrier: 10 percent
No- But hope to address in future: 60 percent
Strategies to Promote Physical Activity

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

Currently addressing this barrier: 48 percent
No- But hope to address in future: 18 percent
HS-2

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

Currently addressing this barrier: 52 percent
No- But hope to address in future: 50 percent
Provide community organizations with a template for good physical activity programs:

Currently addressing this barrier: 47 percent
No- But hope to address in future: 75 percent
Design and implement a health-impact assessment that is similar to an environmental impact assessment for communities.

Currently addressing this barrier: 22 percent
No- But hope to address in future: 20 percent
Establish partnerships among health, aging, urban/community planning, transportation, environmental groups, recreation, social service, and the private sector.

Currently addressing this barrier: 48 percent
No- But hope to address in future: 33 percent
Strategies to Promote Physical Activity

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

Currently addressing this barrier: 25 percent
No- But hope to address in future: 46 percent
WS-2

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

Currently addressing this barrier: 5 percent
No- But hope to address in future: 12 percent
WS-3

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

Currently addressing this barrier: 5 percent
No- But hope to address in future: 28 percent
Provide tools and templates to enable employers to communicate information about the importance of physical activity.

Currently addressing this barrier: 38 percent
No- But hope to address in future: 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: 11 percent
No- But hope to address in future: 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: 32 percent
No- But hope to address in future: 50 percent
MSS-2

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

Currently addressing this barrier: 45 percent
No- But hope to address in future: 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: 35 percent
No- But hope to address in future: 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: 42 percent
No- But hope to address in future: 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: 58 percent
No- But hope to address in future: 70 percent
MSS-6

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

Currently addressing this barrier: 5 percent
No- But hope to address in future: 50 percent
Strategies to Promote Physical Activity

Public Policy
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: 48 percent
No- But hope to address in future: 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: 0 percent
No- But hope to address in future: 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: 37 percent
No- But hope to address in future: 69 percent
Conduct a policy analysis of health plans that offer benefits related to physical activity for mid-life and older adults.

Currently addressing this barrier: 10 percent
No- But hope to address in future: 29 percent
Develop a national scorecard to outline what makes a community "activity friendly" for older adults, and publicize rankings.

Currently addressing this barrier: 5 percent
No- But hope to address in future: 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: 15 percent
No- But hope to address in future: 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: 20 percent
No- But hope to address in future: 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: 15 percent
No- But hope to address in future: 21 percent
MCS-4

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

Currently addressing this barrier: 20 percent
No- But hope to address in future: 29 percent