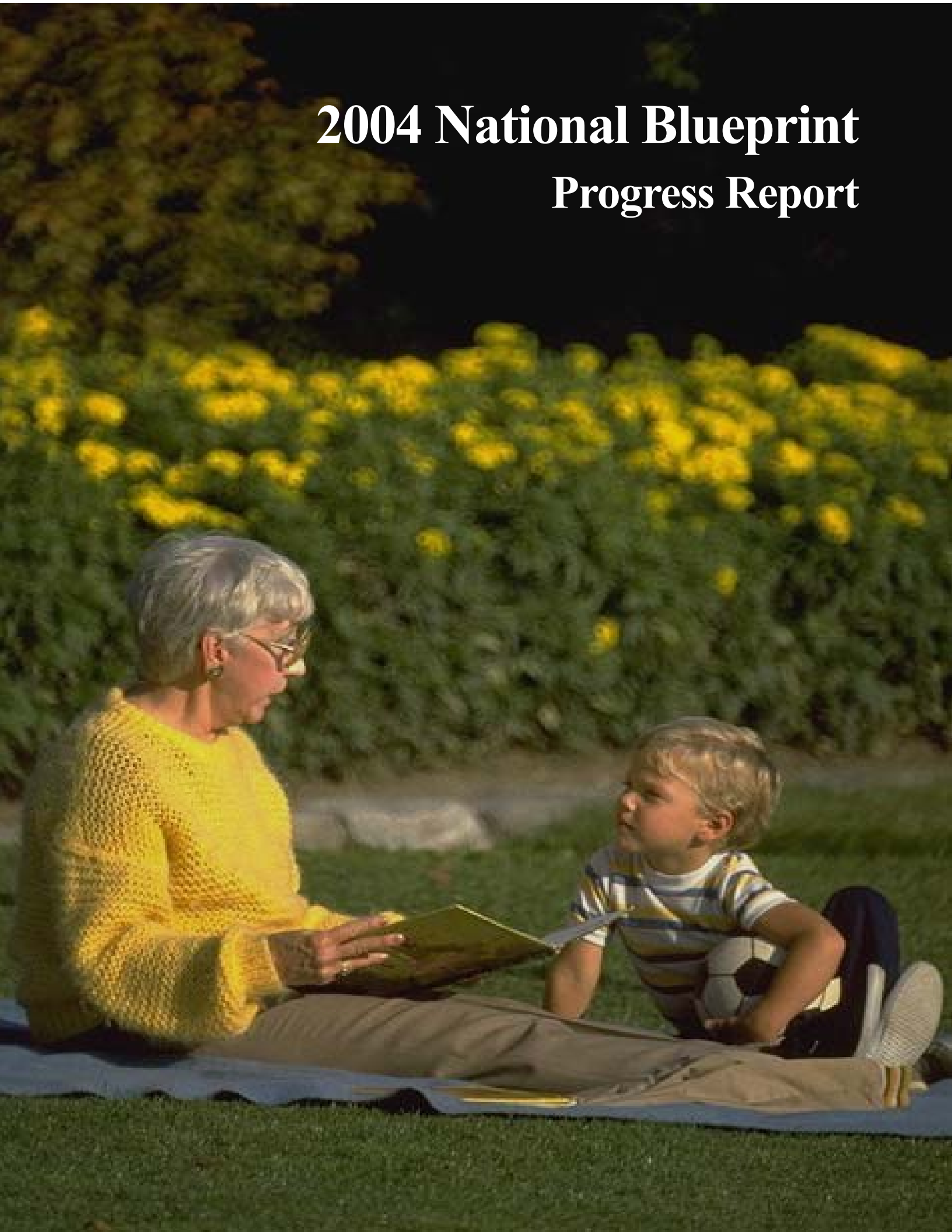


# 2004 National Blueprint Progress Report





# Part One: Blueprint Highlights 2001- 2003

## The National Blueprint

The National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older was developed by The Robert Wood Johnson Foundation 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. For the past three years the National Blueprint Office and the American College of Sports Medicine have provided support and assistance to more than 50 national organizations as they begin to craft their individual and collective response to the Blueprint Initiative.

The National Blueprint Office has effectively advanced the Blueprint Initiative in the following ways: 1) by providing a mechanism for disseminating initiatives and ideas; 2) by surveying and responding to the needs of Blueprint partner organizations; 3) by funding 20 community projects that are implementing Blueprint strategies at the local level; 4) by facilitating communication among partners; and 5) by providing leadership to Blueprint organizations in identifying and prioritizing key strategies for action.

## National Blueprint Projects

More than 50 national organizations and agencies have implemented a wide variety of projects and programs that have been designed to promote physical activity and healthy aging in the age 50 and older population. The following Blueprint initiatives were accomplished in the years 2001 to 2003.

- Developed and implemented a comprehensive Internet-based resource center for Blueprint-related projects ([www.agingblueprint.org](http://www.agingblueprint.org)).
- Established a National Blueprint Office and Technical Assistance Center at the University of Illinois.
- Hosted a national strategic planning meeting in Washington, D.C. that identified 18 strategic priorities for increasing physical activity among adults age 50 and older.
- Identified lead organizations to direct each of the 18 strategic priorities.
- Published and disseminated a National Blueprint Consensus Strategic Plan. This document is available on the Blueprint website and can be re-published by partner organizations once permission has been obtained from the Blueprint Office.
- Organized and implemented a Public Policy Roundtable to develop a public policy and legislative agenda for promoting physical activity. A Public Policy Briefing Book was published and disseminated to each of the partner organizations. The Briefing Book can be downloaded from the Blueprint website.
- Implemented a Mini-Grant Program funding 20 community coalitions designed to increase physical activity among midlife and older adults at the local level.
- Coordinated symposia and colloquia about the Blueprint and other physical activity related topics at more than 20 national conferences and scientific meetings.
- Published 7 articles in scholarly journals informing the academic community about the Blueprint project and related physical activity topics.
- Disseminated information to the general public through television, radio, and print media appearances.
- Provided assistance to the Administration on Aging, Department of Health and Human Services, Office of the Surgeon General, National Council on the Aging, and other federal and non-governmental organizations.

## Blueprint Strategic Priorities

In October 2002, a National Blueprint Conference was held in Washington, D.C. Representatives from more than 50 national organizations identified 18 high priority strategies selected to advance the goals of the National Blueprint. A prominent organization was identified to take a leading role in planning and implementing each strategy. A summary and update of the 18 strategies and lead organizations are presented.

## Cross-Cutting Strategy 1

**Create a national clearinghouse to disseminate effective, tested public education, social marketing materials, and public policy information on physical activity and aging. (Lead Organization: Active for Life National Program Office)**

Selected Activities To Date: The Active for Life National Program Office funded by The Robert Wood Johnson Foundation and housed at the School of Rural Public Health at Texas A&M University System has been working with several prominent national organizations including the Administration on Aging, the National Council on the Aging, and the National Blueprint Office to assess what form of information is most needed in a national clearinghouse and the value of a learning network focused on specific translational research themes. Several websites currently exist which provide effective public education, social marketing, and public policy materials related to physical activity. The Blueprint Initiative has facilitated significant sharing of information and exchange of links and resources.

## Cross-Cutting Strategy 2

**Develop a population-segmented mass-marketing campaign to increase knowledge and awareness levels related to physical activity and fitness among the 50+ population. (Lead Organization: AARP)**

Selected Activities To Date: AARP has implemented two major demonstration projects related to marketing physical activity to the age 50 and older population. The demonstration projects are located in Madison, Wisconsin and Richmond, Virginia. AARP will share outcomes from the demonstration projects as soon as they become available. Selected materials on how best to market physical activity to older adults have been disseminated by AARP through a variety of outlets including an article published in the *Journal on Active Aging*.

## Cross-Cutting Strategy 3

**Develop a national consensus document that recommends training standards for preparing physical activity instructors for working with older adults. (Lead Organization: American College of Sports Medicine)**

Selected Activities To Date: ACSM will host a meeting of representatives of national organizations that offer training and/or certification for physical activity instructors who work with older adults. The goal of the meeting is to assess the extent to which it is possible to identify consensus content standards for physical activity leaders. The results of the meeting will be disseminated to the academic community at the 2004 World Congress on Aging and Physical Activity.

## Home and Community Strategy 1

**Identify professionals in the community who can serve as resources for information and assistance to programs and groups working in the area of aging and physical activity. (Lead Organization: American College of Sports Medicine)**

Selected Activities To Date: ACSM has developed a web-based directory of experts who can be contacted to provide expert advice and assistance to individuals and groups with questions about aging and physical activity. ACSM is working through their regional chapter network to advertise the program and identify a comprehensive network of experts.

## Home and Community Strategy 2

**Establish and provide technical assistance to national, regional, and local partnerships among health, aging, urban/community planning, transportation, environmental, recreation, social service, and private sector organizations. (Lead Organization: National Blueprint Office, University of Illinois at Urbana-Champaign)**

Selected Activities To Date: The National Blueprint Office at the University of Illinois at Urbana-Champaign has developed a website which disseminates information and technical support to Blueprint partners. In addition, the Blueprint Office has published articles in academic and professional journals and the popular press. Numerous symposia and workshops have been held around the country to spread the word about the Blueprint initiative.

## Home and Community Strategy 3

**Provide community organizations with a template for good physical activity programs. (Lead Organization: National Council on the Aging)**

Selected Activities To Date: NCOA has completed a Best Practices in Physical Activity Programming for Older Adults competition, a process that included a series of in-depth telephone interviews and site visits. This effort has resulted in a wealth of information regarding the development and maintenance of successful physical activity programs. NCOA is working with the University of Illinois at Chicago to analyze these data and extract essential program components that could be part of the template. As this work progresses, NCOA will work with other Blueprint partners to finalize the template.

## Marketing Strategy 1

**Establish a comprehensive physical activity trade association to provide support to businesses and corporations that share an interest in increasing physical activity levels among the older adult population. (Lead Organization: International Council on Active Aging)**

Selected Activities To Date: The ICAA is a physical activity trade association that provides ongoing staff education, training, programming, and networking opportunities that can assist organizations in developing facilities and implementing wellness and fitness programs. ICAA provides professionals working in the area of physical activity with education, information, resources, and tools related to healthy aging. ICAA hosts an annual conference and publishes a quarterly journal and a monthly newsletter.

## Marketing Strategy 2

**Develop a national program that would provide incentives for communities to increase physical activity levels among the age 50+ population. (Lead Organizations: President's Council on Physical Fitness and Sports and Centers for Disease Control and Prevention)**

Selected Activities To Date: The President's Council on Physical Fitness and Sports and the Centers for Disease Control and Prevention are collaborating on developing a mechanism for recognizing organizations, groups, and/or communities that have made a significant contribution to the promotion of physically active lifestyles. Working with partners in the federal government and beyond, PCPFS and CDC are coordinating a variety of initiatives intended to promote physical activity throughout society.

## Marketing Strategy 3

**Support efforts to develop physical activity programs and messages that are targeted to specific segments of the 50+ population. (Lead Organization: AARP)**

Selected Activities To Date: Several Blueprint partner organizations have developed marketing and communication guides to assist organizations and groups with developing effective and targeted messages about physical activity. These resources are available for download from the Blueprint website. Selected materials on how best to prepare materials related to physical activity for older adults have been disseminated by AARP through a variety of outlets including an article published in the *Journal on Active Aging*.

## Medical Systems Strategy 1

**Disseminate information on physical activity guidelines and best practices to the medical community. (Lead Organizations: American College of Sports Medicine and Centers for Disease Control and Prevention)**

Selected Activities To Date: A coalition of national organizations led by the American College of Sports Medicine and the Centers for Disease Control and Prevention has developed an overview of best practices, guidelines, and recommendations regarding physical activity for older adults. This paper is organized into three sections: 1) the key components of a well-rounded physical activity program; 2) strategies for addressing behavior change; and 3) injury and risk management in general programming and for individuals with chronic disabilities.

## Medical Systems Strategy 2

**Develop partnerships between medical professionals and the community to facilitate patient referrals to local physical activity resources. (Lead Organization: American College of Sports Medicine)**

Selected Activities To Date: ACSM has developed a web-based directory of experts who can be contacted to provide expert advice and assistance to individuals and groups with questions about aging and physical activity. ACSM is working through their regional chapter network to advertise the program and identify a comprehensive network of experts. Other Blueprint partners are also working on similar inventories of local community resources. As this information becomes available, it will be disseminated widely and links will be included on the Blueprint website.

## Medical Systems Strategy 3

**Develop resources for clinicians to use in making personalized physical activity recommendations/prescriptions for their patients. (Lead Organization: American Geriatrics Society)**

Selected Activities To Date: A coalition of partners including the American Geriatrics Society, the American Academy of Family Physicians, National Center on Physical Activity and Disability, American Physical Therapy Association, the American College of Sports Medicine, and the Thera-Band Corporation has developed an Active Aging Toolkit which is designed to assist healthcare providers prescribe physical activity programs for their patients. The First Step to Active Health provides an evidence-based, progressive activity program. The goal of the program is to improve health and functional ability, to promote independence, and to help prevent chronic disease and disability in adults over age 50.



## Public Policy Strategy 1

**Develop a coalition to conduct public policy analysis and to identify unified public policy strategies in the area of physical activity and aging. (Lead Organization: The Robert Wood Johnson Foundation)**

Selected Activities To Date: The Robert Wood Johnson Foundation convened a Public Policy Roundtable in early 2003 to develop a public policy and legislative guide to assist Blueprint organizations in their interactions with government and legislative groups. The participants were from AARP, Active for Life National Program Office, American College of Sports Medicine, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, National Coalition for Promoting Physical Activity, National Council on the Aging, The Robert Wood Johnson Foundation, and SGMA International. The roundtable identified five legislative issues that require policy changes through government legislative action to positively impact physical activity levels. Additionally, three non-legislative issues were selected that encourage health organizations to make policy changes to assist midlife and older adults in making decisions for a healthier lifestyle.

## Public Policy Strategy 2

**Educate policymakers about the importance of physical activity for the older population. Include information that provides examples of effective policy in this arena. (Lead Organization: National Coalition for Promoting Physical Activity)**

Selected Activities To Date: Working in partnership with SGMA International and several other Blueprint partners, the NCPPA is disseminating the outcomes of the 2003 Public Policy Roundtable to policymakers at the federal and state levels. A Public Policy Briefing Book has been published and is being disseminated to interested parties.

## Public Policy Strategy 3

**Generate information on the cost effectiveness of increasing regular physical activity among the older population to help support public policy, program development, and reimbursement efforts. (Lead Organization: Centers for Disease Control and Prevention)**

Selected Activities To Date: CDC has been working with a variety of partners to develop a database of information related to the cost-effectiveness of physical activity interventions. Information about the economic costs of inactivity is available on the Blueprint website.

## Research Strategy 1

**Identify valid and reliable measures of physical activity and physical function that are appropriate for different segments of the 50+ population. (Lead Organizations: American College of Sports Medicine and National Institute on Aging)**

Selected Activities To Date: ACSM, American Alliance for Health, Physical Education, Recreation and Dance, and Human Kinetics Publishers sponsored an international conference on Measurement and Physical Activity that was held in Urbana, Illinois in October 2003. A key theme of the meeting was issues related to the assessment of activity and fitness in older adults. Discussions are underway to organize a second conference in 2005.

## Research Strategy 2

**Develop evidence-based guidelines on the types and amounts of physical activity needed to enhance health and functional outcomes in the 50+ population with a special emphasis on chronic illness and disabilities. (Lead Organization: American Geriatrics Society)**

Selected Activities To Date: A coalition of national organizations has developed an overview of best practices, guidelines, and recommendations regarding physical activity for older adults. The publication will be released in 2004.

## Research Strategy 3

**Conduct research to better understand what motivates individuals to participate and remain involved in community, home-based and worksite programs, and/or self-directed activities. (Lead Organization: National Institute on Aging)**

Selected Activities To Date: The National Institute on Aging has expressed a commitment to continue to fund innovative research examining factors that influence individual decisions to adopt and maintain healthy lifestyles. NIA is currently involved in two National Institutes of Health initiatives, the Behavioral Change Consortium and the Health Maintenance Consortium, to promote and sustain physical activity in older adults.

## **The AoA/NCOA National Resource Center on Prevention Programs**

In an exciting recent development, the National Blueprint Office is collaborating with the Administration on Aging and the National Council on the Aging to develop and implement a new grants program and a public/private partnership to increase older people's access to programs that have proven to be effective in reducing their risk of disease, disability, and injury.

The partnership involves a variety of federal agencies and private foundations that are coordinating their efforts to support the implementation of evidence-based prevention programs at the community level through aging services provider organizations, such as senior centers, nutrition programs, and senior housing projects. The Robert Wood Johnson Foundation, the John A. Hartford Foundation, and the Horizon Foundation are supporting the partnership.

AoA has committed \$6 million over three years to fund 13 local projects and a national resource center on prevention at the National Council on the Aging. The new grants program will demonstrate how the results of research from Health and Human Service's National Institute on Aging, the Centers for Disease Control and Prevention, the Agency for Healthcare Research and Quality, and others can be effectively translated into practice at the community level through aging service provider organizations. The program supports the HHS Secretary's Steps to a Healthier US Initiative and AoA's Strategic Plan.

The local grant projects focus on interventions in disease self-management, falls prevention, nutrition, physical activity, and medication management. Each project involves a partnership among local aging service providers, area agencies on aging, health entities, and a research organization.

### **Blueprint Local Community Mini-Grants**

The National Blueprint Office Mini-Grant Program supports innovative local partnerships among community organizations and private sector agencies in the areas of health, environment, transportation, and social services. The Mini-Grant Program sought proposals from local agencies nationwide to develop innovative and sustainable approaches to reducing barriers to physical activity. More than 460 applicants from across the U.S. submitted proposals for the Mini-Grant Program. A maximum of \$25,000 was awarded to fund each program for a 15-month period.

Many of the funded programs provide targeted interventions for segments of the older adult population, such as minorities, low-income adults, or the frail elderly. Other programs provide an intergenerational component or creative incentives to encourage midlife and older adults to increase their levels of physical activity. Information about the 20 grants is available at [www.agingblueprint.org](http://www.agingblueprint.org).

# Future Challenges

# Part Two: Planning for the Future

## 2004 Blueprint Partners Conference

In January 2004, representatives of the Blueprint partner organizations reconvened in Washington, D.C. to assess progress to date and to provide advice and input regarding future directions for Blueprint-related activities. More than 35 national organizations were represented at the meeting. Participants were divided into three breakout groups led by two expert facilitators. The breakout groups included Assisting Local Communities; Engaging the Aging Network; and Impacting Public Policy.

Each breakout group was charged with reviewing progress to date, identifying areas of success, highlighting shortcomings, and reviewing long and short-term goals. In addition, each group examined the issues related to sustainability and funding for the Blueprint partnership. The breakout groups reached the following conclusions.

### Blueprint Strengths

The 2004 conference identified a number of successes of the National Blueprint coalition. Among the major factors identified include:

- **Sustained Enthusiasm** – The Blueprint partnership has been highly successful in building support and sustaining enthusiasm for projects related to promoting physical activity and healthy aging in the age 50+ population. A significant level of visibility has been generated for physical activity and aging-related issues. Many partner organizations report significantly increased activity related to healthy aging within their organizations.
- **Generating Ideas** – Numerous innovative projects have emerged from the Blueprint partnership that were unlikely to have been generated in the absence of the National Blueprint.
- **Unprecedented Collaborations** – The 18 strategic priorities identified by the Blueprint coalition have stimulated the development of many partnerships and coalitions involving diverse groups and organizations. These collaborations have resulted in the pooling of resources and have increased the effectiveness of the programs that were developed in response to the Blueprint.
- **Strong, Defensible, and Coherent Action Plan** – The Blueprint Strategic Plan has provided organizations with a clearly articulated plan of action. Many partner organizations are aligning their individual organization strategic plans with the Blueprint priorities.
- **Local Community Involvement** – The local community Mini-Grants are excellent examples of programs that seek to translate national initiatives into effective local interventions. The outcomes of the Mini-Grant Program should be disseminated as widely as possible to maximize the extent to which other communities can learn from these coalitions.
- **Strong Leadership and High Visibility** – The National Blueprint has attracted many of the nation's leading experts in the area of aging and physical activity to participate in Blueprint-related projects. This has resulted in a high degree of visibility for Blueprint programs and activities.

## Blueprint Challenges for the Future

Although there was a strong consensus that there are many strengths and successes associated with the Blueprint process, a number of challenges for the future were identified. There was a consensus that additional efforts in these areas would substantively enhance the effectiveness of the Blueprint coalition.

- **Engage Additional Partners** – There is a need to continue to expand the Blueprint coalition by adding new partners. Resources are needed to support and sustain the national office and to assist in disseminating information to, and engaging with, a wider network of partners.
- **Address Diversity** – Underrepresented and underserved segments of the older population are frequently the least active members of society. There is a need to develop programs that address the racial, ethnic, and cultural diversity of the populations we serve. Every effort should be taken to include representatives of these groups in future Blueprint activities.
- **Expand Local Community Involvement** – Recent efforts to translate national initiatives into effective community interventions are highly commendable. However, much more work is needed in this area. The Blueprint coalition should lobby for increased resources to initiate, implement, and sustain local community interventions in the area of physical activity and healthy aging.
- **Advance Public Policy Agenda** – A concerted effort is needed to advance public policy issues related to physical activity and aging. This will require coordinated action from multiple organizations if we are to be successful in promoting legislation that will enable older adults to increase their physical activity levels.
- **Clarify Benchmarks/Measures of Success** – There is a need to identify and clearly articulate outcome measures of success for the National Blueprint. It is important to quantify the impact of the National Blueprint process at the national and local levels.
- **Increased Mechanisms for Involvement** – Although some Blueprint partners have been involved in a wide variety of different projects, others have been less active. There is a need to communicate opportunities for action to partners and potential partners. Funding is needed to sustain communication between the national office and partner organizations.
- **Expand Marketing and Public Information** – Despite the high visibility of the National Blueprint in academic and professional circles, there is a need to increase publicity and public information about both the National Blueprint and physical activity in general. Blueprint organizations should make every effort to increase the dissemination of information about physical activity and healthy aging.
- **Secure Funding** – Funding is needed to support and sustain the National Blueprint Office so that it may continue to coordinate national and local efforts to promote physical activity and successful aging in the older adult population. Additionally, funds are needed to assist in implementing the 18 priority strategies and translating these strategies into effective local community interventions.

## Identifying Short and Long-Term Goals for the National Blueprint:

In addition to continuing to advance and implement the 18 priority national strategies previously described, the 2004 Conference participants were charged with identifying the most effective ways to increase activity levels of older adults living in the community. Three critically important areas of emphasis were identified: Assisting Local Communities; Engaging the Aging Network; and Impacting Public Policy. These three breakout groups identified a few short-term goals and long-range plans needed to ensure progress in each of these areas.

# Assisting Local Communities



## Assisting Local Communities

A major factor in the ultimate success of the National Blueprint initiative will be the degree to which local communities become engaged in activities, interventions, and plans that enable older adults to be more physically active. The following goals were identified that will substantively impact the ability of local communities to promote physical activity.

### Short-term goals:

- Identify and share core resources: For many local community organizations, costs associated with establishing and implementing programs and initiatives that promote physically active lifestyles can be substantially reduced by working together to jointly promote physical activity and healthy aging.
- Develop community-friendly evaluations of outcomes: Simple but effective evaluation instruments are needed to evaluate the effectiveness of community interventions and programs designed to enhance physical activity in the age 50+ population. Many groups will also need guidance on how to use and analyze these instruments.
- Establish partnerships with common goals: Community coalitions of local groups with common interests in promoting physical activity can greatly increase the effectiveness of local campaigns to promote physically active lifestyles. Such coalitions can help to prioritize action strategies that are relevant to a particular community.
- Recognize effective communities: Local communities that actively promote physical activity and implement physical activity friendly initiatives and programs should receive formal recognition for their actions. National groups and organizations should identify mechanisms to recognize and reward effective action at the community level.

### Long-range goals:

- Develop a community physical activity resource template: As more communities develop effective initiatives and programs that effectively promote physically active lifestyles, a compilation of best practices should be developed and disseminated to share the outcomes from these demonstration projects as widely as possible.
- Link national programs to local communities via state coordinators: Many communities would benefit greatly from a state or regional coordinator who provides advice and technical assistance related to physical activity and healthy aging. A mechanism is needed to link national strategy to local activity in both public and private sector areas.
- Make communities more livable: Promoting physically active lifestyles will require more than establishing isolated programs and facilities. Concerted efforts are needed to restructure our communities to enable active and healthy choices for all community members regardless of age.
- Market the health benefits of physical activity: Many individuals know far too little about the benefits of active and healthy choices for health and quality of life. Concerted efforts are needed to promote the importance of physical activity to the general population. Advice and assistance are required on how to communicate effective, targeted, and consistent messages in this area.

# Engaging the Aging Network

## Engaging the Aging Network

The aging network consists of a complex umbrella of public and private organizations and entities that provide essential programs and services for America's older adult population. Building a commitment for physical activity and healthy aging is essential to help seniors to maximize independence and quality of life in old age. The following goals were identified that will influence the effectiveness of activity programs within the aging network.

### Short-term goals:

- Engage new partners: While many groups and organizations within the aging network recognize the value of physical activity for older persons, there is a need to increase the number and scope of organizations that lobby for and promote active choices for seniors.
- Compile evidence on the cost savings of physical activity: In order to build commitment and support for initiatives and programs which promote healthy and active choices, it is essential to compile accurate and compelling evidence of the many cost savings associated with the implementation of physically active lifestyles for America's age 50+ population.
- Prepare for a growing demand: As knowledge of the benefits of active and healthy lifestyles grows within the community, organizations and groups within the aging network will need to adjust their programs and services to meet the need for evidence-based programs and interventions.
- Overcome barriers and challenges: Implementing programs and strategies that enable older adults to make active choices can be challenging, particularly for organizations and groups without prior experience. The widespread dissemination of toolkits and best practice guides can help to overcome many of these barriers and challenges.

### Long-range goals:

- Stimulate national dialogue and engage diverse audiences: Restructuring society to promote and enable active choices will require a sustained national dialogue involving a diverse audience from all sectors of society.
- Develop education and training standards: As more groups and organizations begin to offer programs and facilities for physical activity, more attention should be paid to the education and training of health professionals providing services to seniors. At present there is little consensus on the knowledge base and training levels needed for individuals working in this area.
- Promote behavioral change: Most older adults know that regular physical activity is an important component of a healthy lifestyle. However, simply knowing about the importance of physical activity is seldom sufficient to motivate a sedentary individual to initiate and maintain physical activity on a regular basis. Effective physical activity interventions use behavioral approaches to maximize recruitment, increase motivation for exercise progression, and minimize attrition. Assistance is needed to promote the principles of behavioral change throughout the aging network.
- Develop and implement model programs, best practices, and toolkits: Mechanisms to share information and exchange knowledge about model programs and effective practices will help to spread active options through the aging network. A concerted effort is needed to develop an efficient and affordable means for disseminating information about healthy choices.

# Impacting Public Policy

## Impacting Public Policy

There is a growing realization that the support of legislators and policymakers throughout all levels of government will be essential as we redesign society to promote and enable America's seniors to make active and healthy choices. The following public policy goals were identified in the 2004 Blueprint Conference.

### Short-Term Goals:

- **Build a compelling case for action:** There is a need to synthesize and publicize a compelling argument to support active and healthy choices for Americans of all ages. Information about the impact of physical activity on independence, health, and quality of life is necessary to convince legislators and policymakers about the urgency for action.
- **Increase public awareness:** Increasing public awareness of the benefits of physically active lifestyles is essential if we are to build demand for active choices for America's seniors.
- **Join forces with other policy initiatives:** Every effort should be taken to join forces with other public policy initiatives that promote active and healthy options for Americans. This will maximize the exposure and impact of collective efforts to publicize the benefits of active lifestyles.
- **Compile cost benefit data:** Information about cost-effectiveness and return of investment is needed to overcome inertia and skepticism among policymakers.

### Long-Range Goals:

- **Fund policy analysis:** More research is needed about the mechanisms by which successful public policy is developed. There is a need to fund studies which examine the impact of different strategies on support for physical activity policy initiatives.
- **Conduct focus groups to understand skeptics:** Despite a significant evidence base about the health benefits of physical activity, many older adults remain skeptical about physical activity and are resistant to adopting more healthy lifestyles. In-depth focus groups are needed to increase our understanding of why these individuals are so resistant to change.
- **Develop a definitive research study:** Significant progress in our understanding of risk factors for cardiovascular disease was achieved through the Framingham study, a major longitudinal study that permitted the research of multiple risks factors and long-term follow-up. A major longitudinal study that can examine the long-term impact of exercise and physical activity is needed.
- **Produce measures of physical activity prevalence:** There is inadequate information about the percentage of individuals in our society who are regularly active. Nationally representative surveys are needed to accurately qualify activity levels for all sectors of the population and for all geographic regions.

# Acknowledgments

The following individuals and organizations have provided input into the development of this document:

## AARP

Margaret Hawkins  
Ken Mitchell  
Audrey Straight

## Active for Life National Program Office

Marcia Ory

## Administration on Aging

Kathleen Loughrey  
Edwin Walker  
John Wren

## American Academy of Family Physicians

Jacquelyn Admire  
Dennis Cardon  
Robert Pallay

## American Academy of Nurse Practitioners

Debra Guiher  
Jan Towers

## American Alliance for Health, Physical Education, Recreation and Dance and American Association for Active Lifestyles and Fitness

Rosie Barretta  
Jan Seaman  
Heather Soler

## American Cancer Society

Colleen Doyle

## American College of Sports Medicine

Roseann Lyle  
Jane Senior  
James Whitehead

## American Geriatrics Society

Christine Himes  
James Judge

## American Physical Therapy Association

Marc Goldstein  
Ken Harwood

## American Society on Aging

Gloria Cavanaugh  
Chaya Gordon

## Centers for Disease Control and Prevention

David Brown  
David Buchner  
Jacqueline Epping  
Catherine Gordon  
Judy Kruger

## Centers for Medicare & Medicaid Services

Pauline Lapin

## Fifty-Plus Fitness Association

Walter Bortz  
Anne Cribbs  
Patricia Ernstrom  
Jack Higgins  
Ray Stewart

## Gerontological Society of America

Waneen Spirduso

## Health Canada

Bruce Taylor

## HealthCare Dimensions

Mary Ferron  
Mary Swanson

## Health Futures, LLC

Melane Kinney Hoffmann

## Human Kinetics

Brian Holding  
Rainer Martens

International Health, Racquet & Sportsclub  
Association  
Kevin Buckley  
Tom Scanlon  
Jay Sweeney

International Council on Active Aging  
Colin Milner

Journal of Aging and Physical Activity  
C. Jessie Jones  
Debra Rose

National Association of Area Agencies on Aging  
Shawn McDermott

National Center for Bicycling & Walking  
Bill Wilkinson

National Center on Physical Activity  
and Disability  
Amy Rauworth  
James Rimmer

National Coalition for Promoting  
Physical Activity  
Karen Silberman

National Conference of Gerontological Nurse  
Practitioners  
Barbara Resnick

National Council on the Aging  
Lynn Beattie  
Nancy Whitelaw

National Institute on Aging  
Jeannine Mjoseth  
Karen Pocinki  
Sidney Stahl

National Institute of Arthritis and  
Musculoskeletal and Skin Diseases  
Richard Lynn

National Recreation and Park Association  
Susan Potts  
Kathy Spangler

National Highway Traffic Safety Administration  
Essie Wagner

Partnership for Prevention  
Molly French

President's Council on Physical Fitness and Sports  
Melissa Johnson  
Christine Spain

Researchers Against Inactivity Related Diseases  
Mary Concannon

The Robert Wood Johnson Foundation  
Terry Bazzarre  
Robin Mockenhaupt

Sanner and Company  
Brigid Sanner

SGMA International  
John Loving

Sutton Group  
Cheryl Damian  
Maria Holtmann  
Sharyn Sutton

Thera-Band  
Phil Page

Wichita State University  
Michael Rogers

University of Illinois at Urbana-Champaign  
Wojtek Chodzko-Zajko  
Chae-Hee Park  
Lisa Sheppard

U.S. Department of Health and Human Services  
Charlene Liggins  
Saralyn Mark  
Taya McMillan

The development of the *2004 National Blueprint Progress Report* was sponsored through a grant by The Robert Wood Johnson Foundation to the University of Illinois at Urbana-Champaign and the American College of Sports Medicine.

National Blueprint Office:

Wojtek Chodzko-Zajko, Ph.D., Principal Investigator  
Department of Kinesiology  
University of Illinois at Urbana-Champaign  
350 Freer Hall  
906 S. Goodwin Ave.  
Urbana, IL 61801  
217-244-7122  
[www.agingblueprint.org](http://www.agingblueprint.org)



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