

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



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

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2001- 2003



National Blueprint

Increasing Physical
Activity Among Adults
Age 50 and Older



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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



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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



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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



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3rd Message – Benefits of Physical Activity



- **Preventative**
 - Primary Prevention
 - Secondary Prevention
- **Rehabilitative**
 - Acute conditions
 - Chronic disease
- **Palliative**
 - Quality of Life



JAPA, 2001



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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.

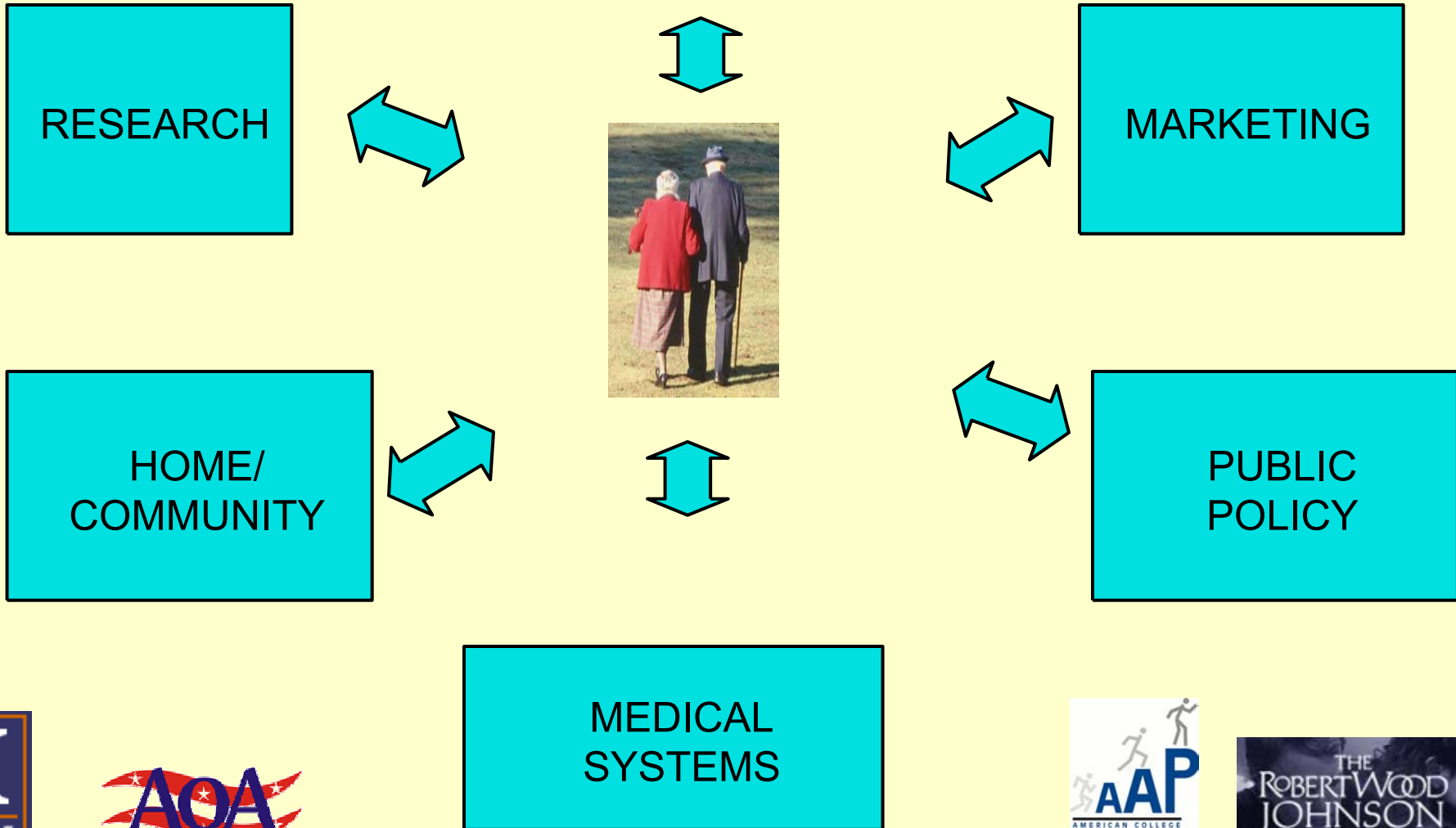


JAPA, 2001



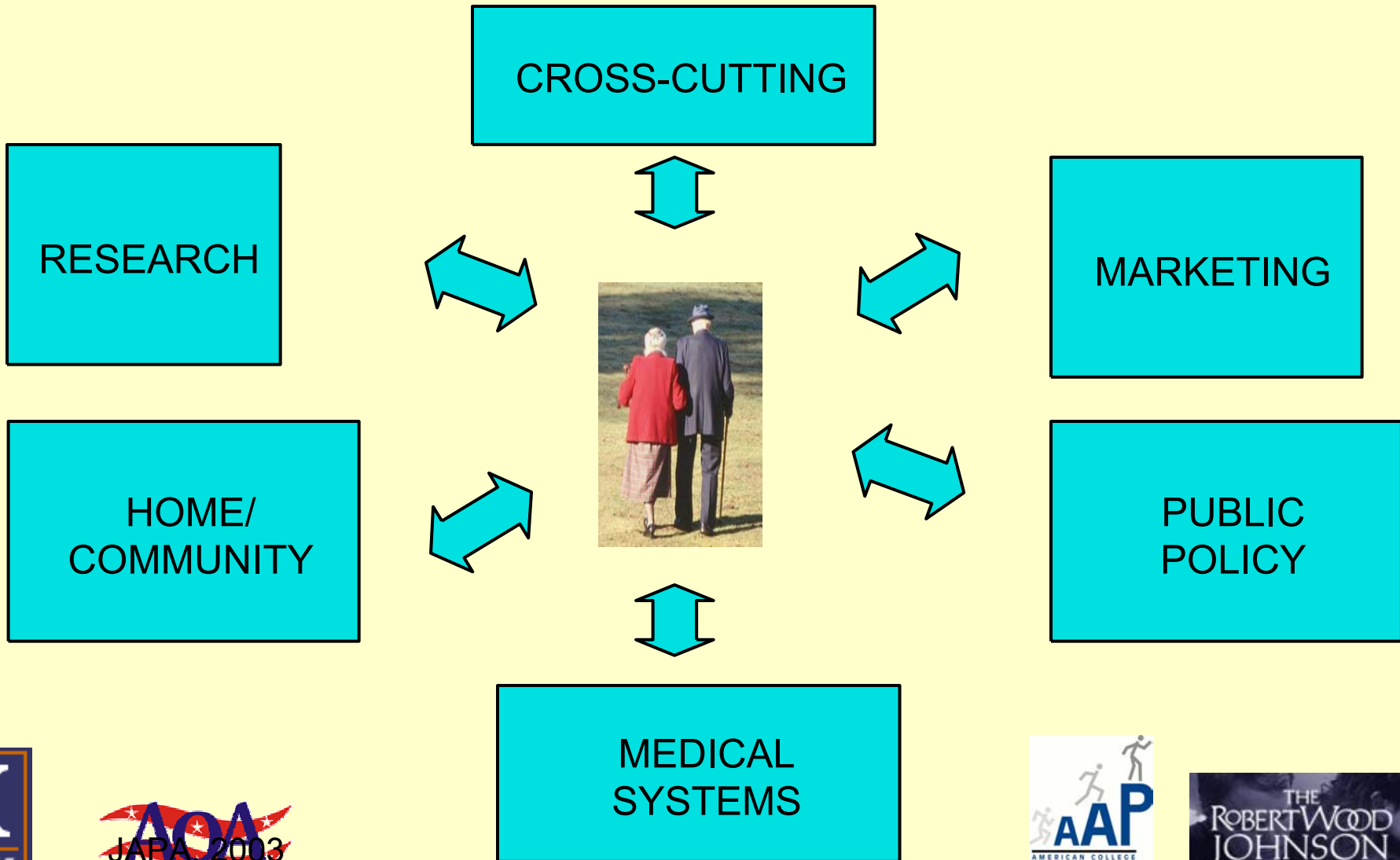
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Barriers to Physical Activity



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Strategies to Increase Physical Activity



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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.

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AARP
THE ROBERT WOOD JOHNSON FOUNDATION
UNIVERSITY OF PENNSYLVANIA
PHILADELPHIA, PA



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DEDICATED TO IMPROVING
THE HEALTH AND HEALTH
CARE OF ALL AMERICANS.



PARTNERSHIP

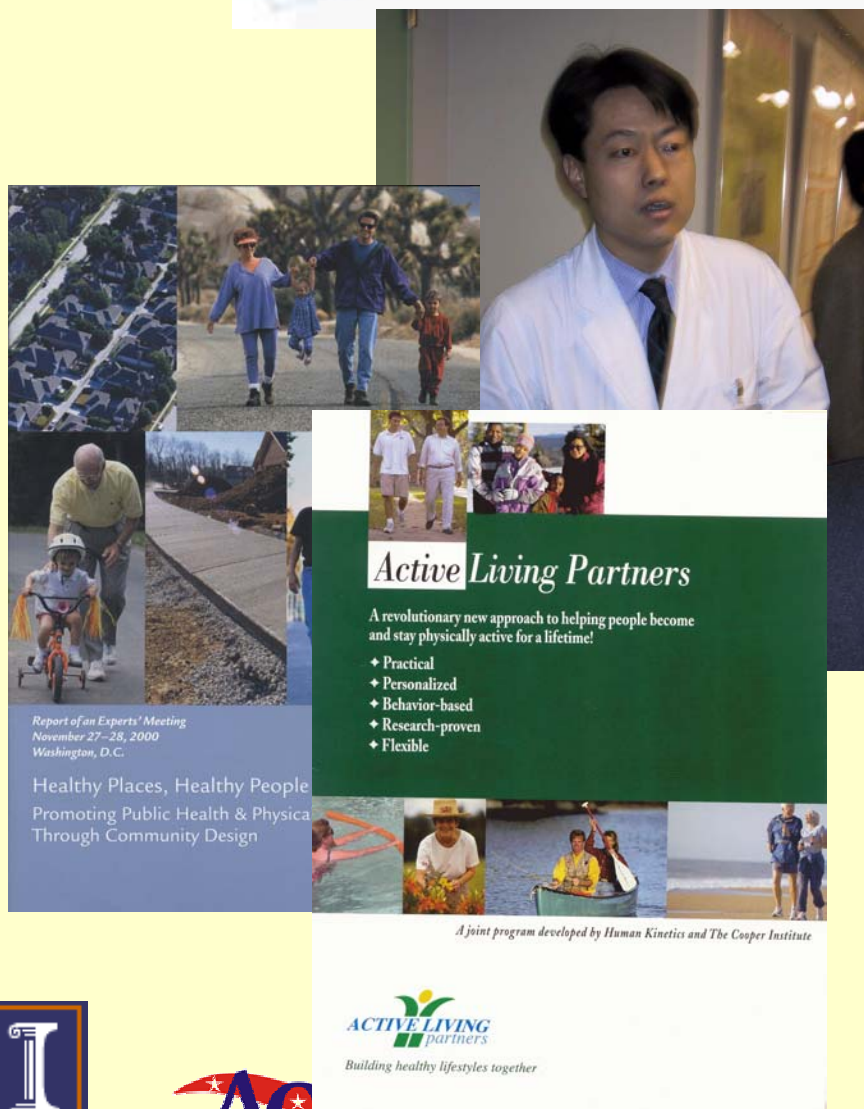
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Key Strategies Medical Systems

Help doctors to provide physical activity recommendations for their patients.

Provide toolkits for MD's.



*Report of an Experts' Meeting
November 27-28, 2000
Washington, D.C.*

Healthy Places, Healthy People
Promoting Public Health & Physical Activity
Through Community Design

Active Living Partners

A revolutionary new approach to helping people become and stay physically active for a lifetime!

- ♦ Practical
- ♦ Personalized
- ♦ Behavior-based
- ♦ Research-proven
- ♦ Flexible

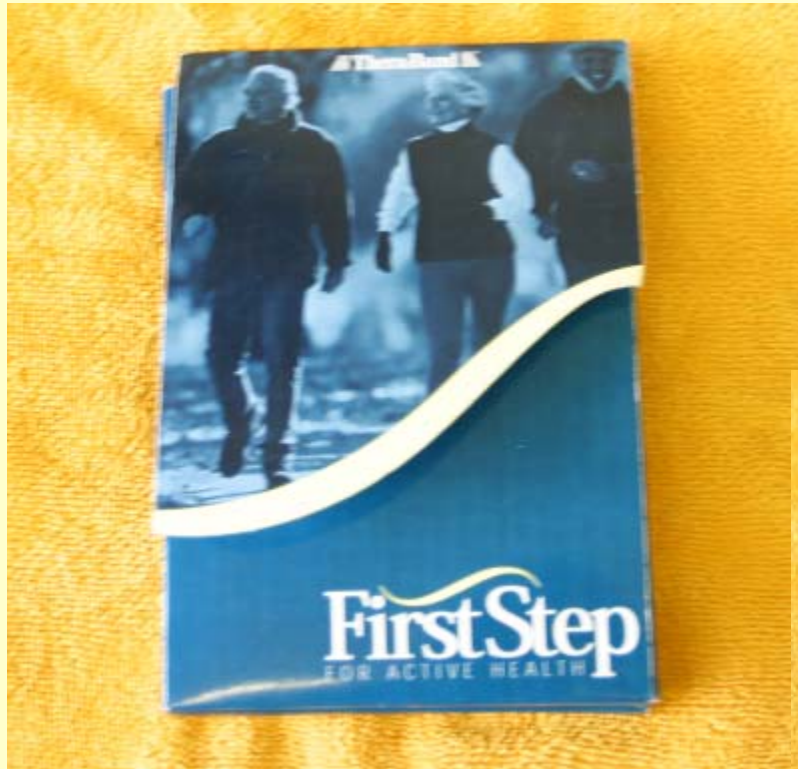
A joint program developed by Human Kinetics and The Cooper Institute

AACSM
AMERICAN COLLEGE OF SPORTS MEDICINE

AGS
AMERICAN GERIATRICS SOCIETY



First Step to Healthy Aging



AGS/ACSM

Thera-Band

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Key Strategies

Home and Community

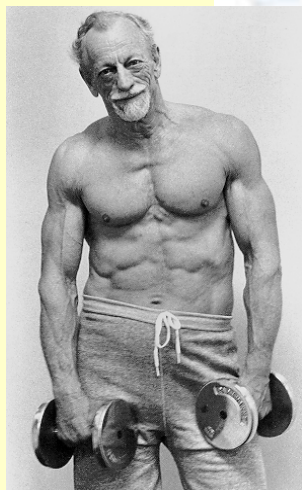
Develop local community partnerships to redesign the local environment to promote physical activity.







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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?



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How can local communities get involved?



www.agingblueprint.org



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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



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20 Recipients



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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.



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Cabarrus County Department on Aging Concord, NC



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.



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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.



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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.



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Greater Lafayette Coalition for Living Well Lafayette, IN

25 community partners.



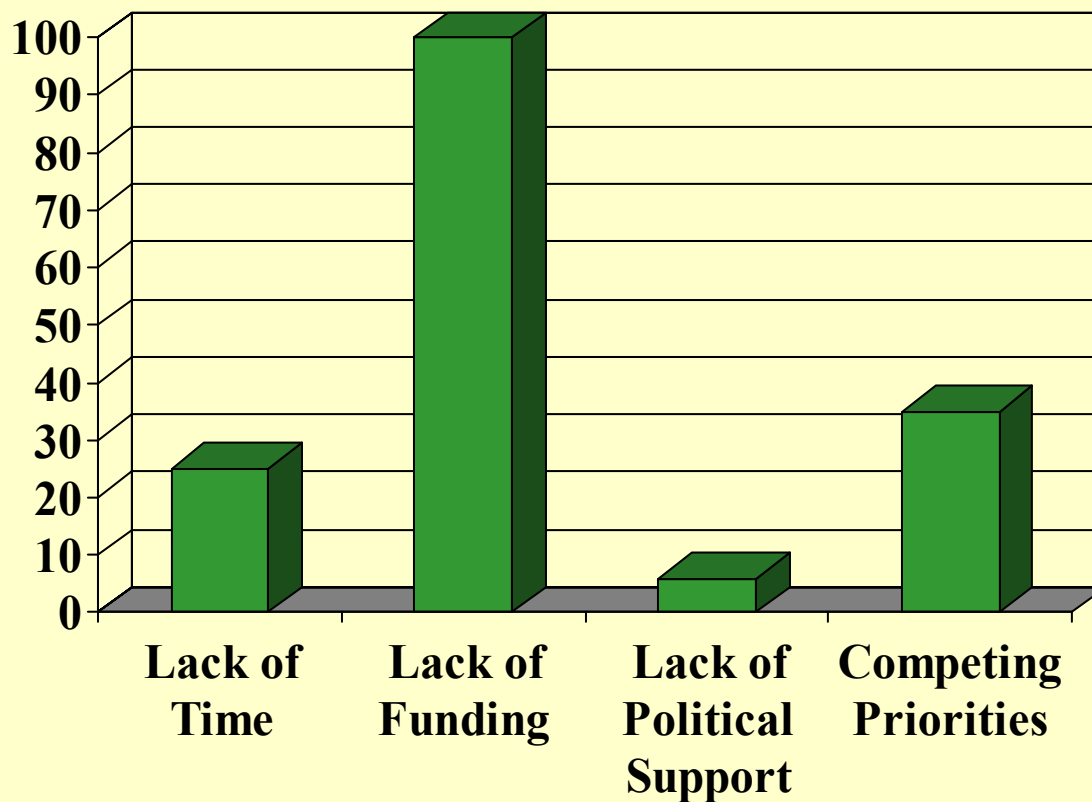
Area IV Agency on Aging, Senior Centers, Parks and Recreation Department, the Indiana Governor's Council for Physical Fitness and Sports, area hospitals, and MDs

Coordinated community action



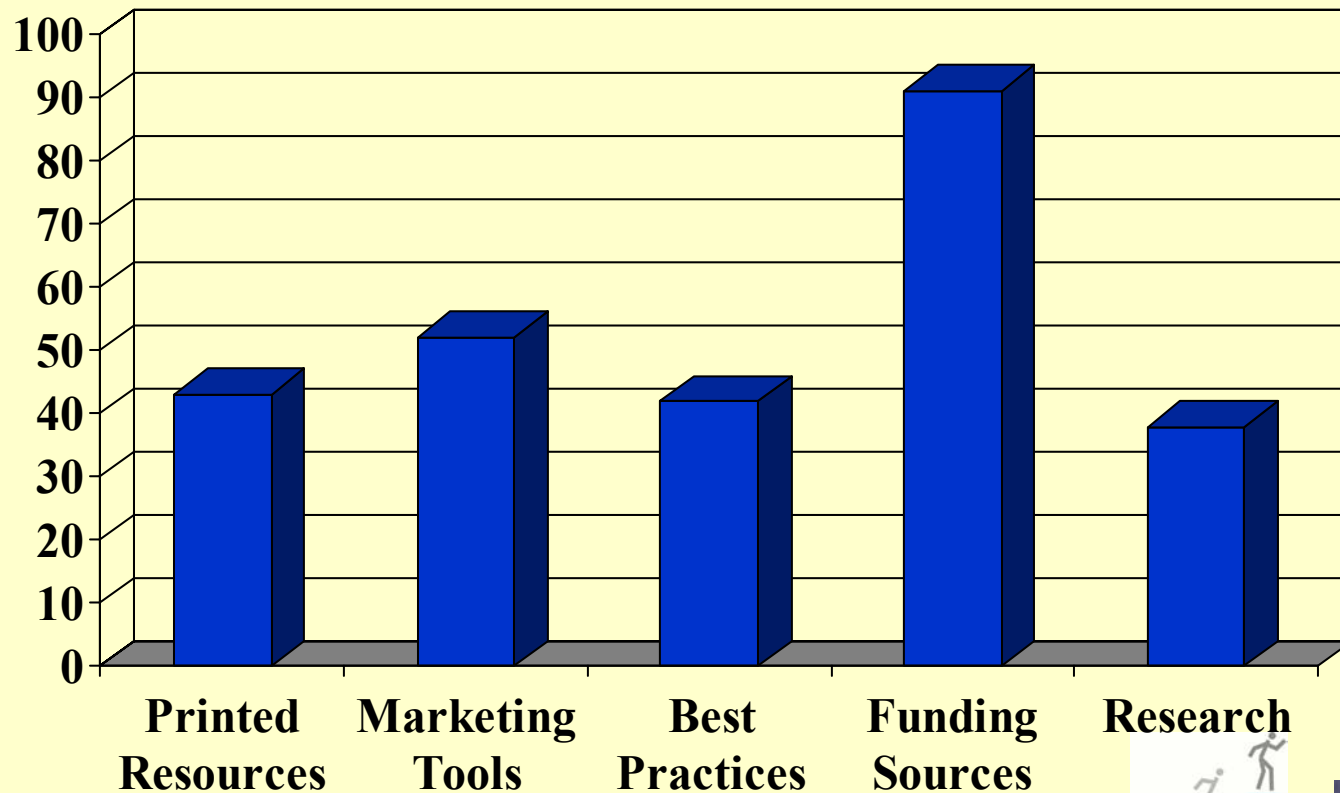
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Top Barriers to Implementing New Physical Activity Programs for Older Adults

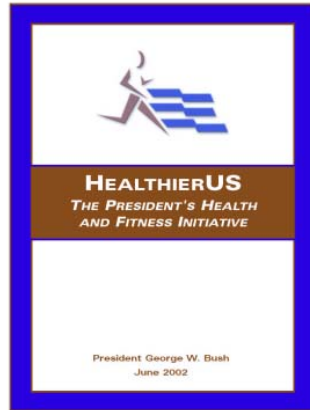
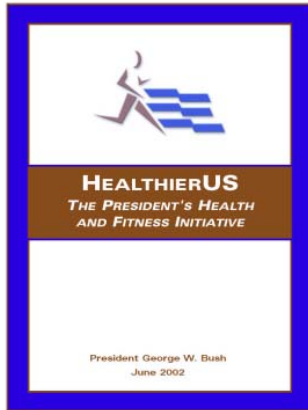


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Assistance Needed for Addressing Barriers at the Community Level

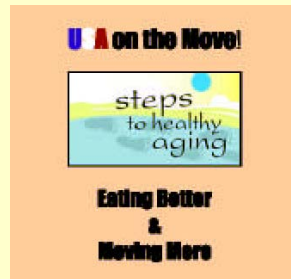


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Key Strategies Public Policy

Support of policy makers is essential for funding our programs.



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



