

On the Move

The Newsletter of COTA's Physical Activity Unit

Volume 1, Issue 3

May-June 2008



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Important dates for your 2008 diary

- Sunday 22 June: *Sensational Seniors* Workshop (see LIFE Lines, p 3 for more information)
- Tuesday 22 July: *Living Longer Living Stronger™* Annual Conference (see below)
- Sunday 5 – Sunday 12 October: Victorian Seniors Festival (see p3 below)

Living Longer Living Stronger™ (LLLS™) Update

2008 LLLS™ Conference: Lifting the bar: Living Longer Living Stronger into the future

As previously advertised, the LLLS™ Conference will be held from 10.00 am to 3.30 pm on Tuesday 22 July 2008 at Victoria University in Flinders St Melbourne. A preliminary program follows—all listed speakers have now been confirmed although there may be some minor changes to session times.

This year's conference focuses on the future. It aims to challenge participants to think about how their LLLS™ programs can best meet the needs the older people in their local communities, including the 'new older generation' who are an increasingly diverse demographic. It will also address some of the issues emerging consultations with our partners, such as promotion, transition from community settings to fitness centres, facilitation of referral.

Registration costs are \$120 for COTA members (individuals, organisational members and LLLS™ providers) and \$150 for others.

Attendance provides 2 PDP's for Kinect Australia-registered participants and 2 CEC's for those with Fitness Australia.

If you are currently involved in delivering or coordinating Living Longer Living Stronger™, or think you might be at some time in the future, put this date in your diary now and look out for updates on our web site at www.cotavic.org.au. Conference brochures including registration details will be available soon.

Program (at 31 May 08)

9.30am	Registration		
10.00am	Official welcome and opening <i>(Speaker tbc)</i>		
10.15am	Encouraging health professionals to refer to your Living Longer Living Stronger™ program <i>(Dr Ralph Audehm, GP and Director Programs and Services, Diabetes Australia – Vic)</i> Dr Audehm will give a general practitioner's perspective of LLLS™. He will also provide some practical strategies to facilitate referral by GPs and other health professionals to your program.		
11.00am	National Ageing Research Institute Living Longer Living Stronger™ Research Project: The impact of LLLS on participants—preliminary findings <i>(Freda Vratsidis, Researcher, National Ageing Research Institute)</i> This is the first formal research investigating the outcomes of participation in LLLS™ as it is delivered in the community. Participants were recruited from a sample of LLLS partner fitness centres, and a range of physiological and psychological parameters was assessed at baseline, four and eight months. Freda will present some preliminary findings.		
11.30am	Morning tea		
11.50am	Catering for the diverse needs of the new older generation <i>(Scott Way, Managing Director, PKF Organisation Development)</i> Scott will challenge you to think about how you can best reach that increasingly diverse demographic—'older people'. He will discuss the messages and methods you can use to market your program appropriately and meet the expectations of participants.		
12.35pm	Living Longer Living Stronger™: 2008-2010 <i>(Stephanie Harper, Physical Activity Manager, COTA Vic)</i> A brief update on current and future developments in COTA's implementation of LLLS™, some of our other physical activity initiatives and implications for you as our partners.		
12.50pm	Lunch		
1.30pm	Concurrent sessions		
	Option 1	Option 2	Option 3
	Block 1		
	Nutrition and strength training for older people <i>(Stephanie Dyer, Accredited Practising Dietitian)</i> Practical advice about nutrition for older people involved undertaking strength training.	A referral opportunity: Diabetes prevention <i>(Angie Deegan, General Practice & Health Professional Coordinator, Life!)</i> An introduction to <i>Life!</i> and some suggestions for linking with this new Victorian government funded type 2 diabetes prevention program for people over 50.	Engaging CALD groups <i>(Panel of LLLS™ providers[#])</i> An interactive panel session in which three of our partners discuss what has worked (and what hasn't) in engaging people from culturally and linguistically diverse communities in their programs.

Block 2			
2.20pm	<p>Transition from community to fitness centres: What works? What doesn't? <i>(Panel of LLLS™ providers[#])</i> Three LLLS™ partners will speak from experience effective (and not so effective) strategies to assist LLLS™ participants make the transition from a community health or similar facility to the fitness or leisure centre.</p>	<p>Practical progression: Some strategies for progressive programming <i>(Aaron Whear, Managing Director, Career Fitness, CAE fitness training provider)</i> Some ideas to help you incorporate the required progressive resistance format into your LLLS™ participants' programs.</p>	<p>Promoting your program: Using the media effectively <i>(Lyn Curtis, Media and Communications Manager, Diabetes Australia – Vic)</i> Effective use of your local media can be a great way to promote your program. Lyn will provide some practical tips on how to get the best outcomes for your efforts.</p>
3.10 pm	<p>Evaluation and closing remarks <i>(Stephanie Harper, COTA Vic)</i></p>		

LLLS™ in it's PrYme at Northcote Aquatic & Recreation Centre

Congratulations to Northcote ARC, which on 8 May celebrated the third birthday of its Pryme Membership and Living Longer Living Stronger™ Program, and recognized their 100th member.

The event was the ideal occasion to showcase a number of other great initiatives at NARC that demonstrate the centre's commitment to providing access for all abilities and ages. These include a new pool hoist, purchased with the assistance of Department of Veterans Affairs and a Communication Board, being piloted in partnership with Darebin City Council.

Thanks to Frances at NARC for the opportunity to be involved in the celebrations.

Visiting other LLLS™ partners

One of the suggestions to emerge from our Partner's forum in November last year was for COTA to develop a listing of LLLS™ partners willing to receive visits from instructors from other facilities. The response from you, our partners, has been encouraging and those who have indicated they are happy to host such visits are listed at the end of this newsletter (p6).

Thank you everyone who has offered to be involved.

Victorian Seniors Festival

The Victorian Seniors Festival runs for eight days from Sunday 5 – Sunday 12 October 2008. The Festival is organized by the Victorian Government Office of Senior Victorians (OSV) and offers a range of activities and events across Victoria.

It is also a great opportunity for you to tap into the statewide media coverage and promote the programs and activities you offer for older people.

Start planning now—contact your local council to find out what is planned in your area and how you can have your activities listed in their calendar of events. If you are looking for ideas try the International Council on Active Aging® (ICAA) website <http://www.icaa.cc/aaw.htm>.

ICAA conduct an annual Active Ageing Week every September and they offer free support materials and suggestions for events (although these have been developed for the US context, you may still get some useful ideas).

Bear in mind that people involved in your programs may well want to participate in other festival activities. If you think you would like to organize something to promote your program and would like them to be involved, you will need to give them plenty of notice.

See the OSV website for more details about the Victorian Seniors Festival:

<http://www.seniors.vic.gov.au/web19/osv/dvcosv.nsf/headingpagesdisplay/victorian+seniors+festival+2008>

Moving More: COTA's Peer Education Program

Moving More sessions

To date, COTA's team of *Moving More* educators have now delivered sessions to a range of groups across the Melbourne metropolitan area. You might like to consider arranging a *Moving More* session to promote your LLLS™ program or promote these sessions to groups in your local community.

Moving More sessions are most effective when there is the opportunity for interaction and discussion, so the ideal group size is about 20. While the educators can generally manage larger groups, it becomes more difficult for everyone to participate.

The purpose is to communicate COTA's key physical activity messages by drawing upon the educators' own experiences. All our current *Moving More* educators are Living Longer Living Stronger™ participants, and their stories present opportunities to address some of the misconceptions and barriers commonly associated with physical activity, and in particular strength training, for older people.

Contact Mitsuko (9655 2108 or enquire@cotavic.org.au) if you would like to book a session.

Peer educator training

Our second group of *Moving More* peer educators complete their training on 3 June. As always, these new volunteers have inspired us with their enthusiasm and commitment and we look forward to them joining our team.

The next 'intake' commence their training on 18 June and that will be the last Melbourne-based program for 2008. However, we are considering conducting a training program in Geelong later this year if there is sufficient interest.

Please encourage anyone who may be interested to contact Mitsuko (9655 2108 or enquire@cotavic.org.au) or Stephanie (9655 2105 or activemanager@cotavic.org.au).

Healthy Older Participants: An update

Over the past ten months I have collected lots of information to help me understand the issues around increasing older peoples' participation in physical activity, particularly and sport.

The internet gives you access to some interesting information – from around the world!

Sport England <http://www.sportengland.org> is one of the leaders in work around increasing participation in sport and physical recreation for *all groups and sections within society*.

Sport England is the brand name for the English Sports Council, and its role is to provide the strategic lead for sport through advising, investing in and promoting community sport in England. Its ambition is to get two million people more active in sport by 2012.

To support this goal, Sport England has undertaken considerable research in a number of key sport areas, to identify and understand the inequities in sporting opportunity that exist amongst different groups in the population and the ways these may be overcome.

One area of research that I found very interesting, **Understanding participation**, investigated why people—particularly in ‘hard to reach groups’—do not participate in sport and physical activity. It explored the motivations and barriers that influence the decision whether or not to participate, and ways in which interventions can engage people in sport and physical activity.

"Understanding participation in sport: What determines sports participation among recently retired people?" is a report available from their website, researched in 2006, that examined the factors underlying recently retired older people's attitudes and propensity to take part in sport and physical activity.

Another area worth a look is **Market Segmentation**. Sport England has developed nineteen sporting segments to help understand the nations' attitudes and motivations to participation.

Segmentation provides information on who our customers are, and importantly, what they want in terms of sport and active recreation provision. This information enable us to reach our customers more effectively, develop initiatives programs which fit better with the needs of our customers and create more successful communication plans.

Although this data is specific to the English population, it provides great insight into the diversity of the over 50's 'market'—Sport England identify nine different segments that cover this period.

For more information contact Robyn Alexander, Physical Activity Unit, COTA Victoria on 9655 2113 or physicalactivity@cotavvic.org.au



L.I.F.E. Lines:

**News from Leaders in Fitness
Education for older adults**

L.I.F.E. SIG invites you to Sensational Senior Workshop to be held on Sunday 22nd June, 10.00 am to 3.00 pm at The Celtic Club, 320 Queen Street, Melbourne. This is the latest in a series of workshops organised by Kaye Deans who is well known and respected in the Fitness Industry and has co-ordinated many training courses in Exercise to Music for Older Adults.

The topic for the workshop, which carries 2 PDP'S from Kinect Australia, is *The Resistance-Safety Continuum*. The application of resistance in exercise for older people with particular emphasis on safety will be addressed, and the program will include a practical Fit Active session presented by Deana Salpietro, a qualified and experienced Fitness Leader with L.I.F.E. SIG.

Importantly for L.I.F.E. SIG members, the workshop will incorporate a discussion around the future directions for the L.I.F.E. Special Interest Group. L.I.F.E. members receive a 20% discount on the \$70 fee.

Previous workshops have been most rewarding giving opportunity for interaction and sharing of ideas with other fitness leaders and offer practical help via demonstration classes. Registrations close Monday 17 June. For further information and to express interest in attending contact Kaye Deans by email kayedears@optusnet.com.au or phone 9592 5022.

Lois Smith, L.I.F.E. Member

Web site profile: Personal training on the net www.ptonthenet.com

This is an American site and you have to join, which is reasonably expensive (about AUD\$105). Also, product information and the like is U.S. biased but there's still a vast amount of valuable information.

The great thing is that the site has a huge library of exercises with little videos to show them being performed. It also has a large number of articles about everything fitness-related and the option to email in questions. You can also get ready-made programs if you're a Personal Trainer (but many would translate very well into group fitness), or create your own from the exercise library.

Thanks to Janet Hesson, member of L.I.F.E., for this profile.

Research update: Neighborhood satisfaction, functional limitations and self-efficacy influences on physical activity in older women.

Morris, KS, McAuley, E and Motl, RW. *Int J Beh Nut Phys Act* May 2008 (available to download from <http://www.ijbnpa.org.content/5/1/13>).

There has been a growing recognition that participation in physical activity is influenced by a range of factors, some relating to the individual, and others to factors in their environment, many of which are beyond the individual's control. When you think about it, this seems obvious, but we often lose sight of it in the design and promotion of physical activity programs.

This research involved a prospective study. The participants, 137 women with an average age of 69 years, were followed up over a six-month period. Each completed measures of physical activity, neighborhood satisfaction (aspects of 'walkability' such as safety, lighting, aesthetics), functional limitations (the difficulty experienced in completing a range of tasks), self-efficacy (belief in their capability to exercise for 40 minutes three times per week for three months in the presence of factors often identified as barriers) at baseline and again at six months.

The study had some limitations (it is a small sample, involved only women and the physical activity measure was self report). The authors also point out that 'neighborhood satisfaction is just one environmental factor believed to be associated with physical activity, and the data do not provide any information about which aspects of the environment have the most influence.

What did they find?

Despite those limitations, the results suggested that perceptions of neighborhood satisfaction and functional limitations influence physical activity via self-efficacy (rather than directly). In other words (and not surprisingly), people perceiving their neighborhood as more walkable and reporting fewer functional limitations indicated a greater belief in their ability to overcome barriers to exercise over time.

What does this mean in practice?

The results are a useful reminder of the significant influence of people's *perceptions* and *beliefs* on the amount and kind of physical activity that they do. These assessments may not be objective, nor do they necessarily coincide those of other people, including the people developing the program.

It suggests we need to ensure that we ask questions about how people feel in relation to their ability to engage in the kinds of physical activity we are promoting. We must then address those perceptions in program design, either at an individual level (for example, when discussing and reviewing an LLLS™ participant's exercise goals, likes and dislikes, include questions about possible barriers and how these might be overcome) or at a community level, in developing interventions or offering new activities.

Maybe we can't just assume that *'If we build it, they will come'*!

About COTA Vic

Our mission is to mobilise older people and those who work with them to age well in a just society.

You can find us at:

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Visit COTA Vic's website for more

www.cotavic.org.au

Next edition of *On the Move*

July/August 2008

Please contact us if you have anything to contribute

Closing date for next edition: Friday 11 July

LLS™ providers willing to host visits by other partners

Please make an appointment with the contact person listed below if you would like to visit

Name of provider	Contact Person	Address	Email	Phone No	Visiting Day & Time	Notes
Bennettswood Fitness Centre	Daniel Edwards	393 Burwood Hwy, Burwood	bennettswoodfitness@bigpond.com	98089033	Mon, Tue and Thu 11am to 12	
Broadmeadows Leisure Centre	Jan Ellis	Cnr Dimboola Rd & Pearcedale Pde Broadmeadows 3047	jane@hume.vic.gov.au		Wed between 8.30am to 11.30am	1-2 weeks notice
Collingwood Leisure Centre	Heather Chapman	Cnr Turnbull & Hoddle Streets, Clifton Hill	chapmanh@yarracity.vic.gov.au	9205 5032 or 0413 507 535	Monday, Wednesday and Fridays 8am	The sessions run for an hour, with the last 15 minutes given to group core, balance and stretching
Deakin Fitness Club	Fiona Macdonald	Deakin University Pigdon's road, Waurin Ponds. Geelong 3217.		52272711	Mon, Wed, Fri Between 9.00am and 3.00pm	
Glenview Community Care Inc	Tilly Waite (instructor) Glenda Johnstone (Co-ordinator)	168 High Street Rutherglen		Tilly 02 6033 6262 or Glenda 02 6033 6270	Mon & Thur 10.15 am and 6 pm and numerous "ongoing" sessions	
James Flynn Personal Trainer- St John's Tennis Club	James Flynn	Brenock Park Dve FTG (Enter St Josephs Regional College)	jflynn1@bigpond.net.au	0413 945 671 or 9758 2560	Mon 8.00 am Tues 7.00 am Thur 8.00 am Fri 8.00 am	Mel 74C5

James Flynn Personal Trainer- Knox Retirement Village	James Flynn	466 Burwood Hwy Wantirna South 3152	jflynn1@bigpond.net.au	0413 945 671 or 9758 2560	Mon 10.30 am Wed 10.30 am	Mel 64A12
James Flynn Personal Trainer- FTG Community Arts Centre	James Flynn	1010 Burwood Hwy Ferntree Gully 3156	jflynn1@bigpond.net.au	0413 945 671 or 9758 2560	Mon.& Thur.1.00PM Tues. 8.30 AM Fri.9.30 AM	Mel 74B5
Lifestyle Fitness	Robyn Pinches	855 Ferntree Gully Road Wheelers Hill 3150	RobynPinches@cyberlife.com.au	9561-6933	Thu 1.30 – 3.30pm, Fri 10.30am –12.30pm	
Richmond Recreation Centre	Heather Chapman	Gleadell Street, Richmond 3121	chapmanh@yarracity.vic.gov.au	9205 5032 or 0413 507 535	Mon & Wed - 6, 7,8,9,10am; Fri - 6,7,8,9am	The sessions run for an hour, with the last 15 minutes given to group core, balance and stretching
Yarrunga Community Centre	Jeanette McRae, Program and Community Development Manager	76-86 Croydon Hills Drive, Croydon	programs@yarrunga.org.au	97228942 (contact Tue, Thu or Fri 9am -3pm)	10 LLLS programs through Monday – Friday including a couple of night classes	Contact Janette to ascertain the best days/times for visits