![NCOA - National Council on Aging]

Improving the lives of older Americans

Active Options for Aging Americans:

A web-based tool to connect older adults with community-based physical activity programs

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Goals of this session

- Build a case for the importance of accessible community-based physical activity programs for older adults
- Provide background on Active Options
- Briefly describe how the site works & show what AO looks like
- Describe how the site is being launched
- Describe how the data can be useful to communities

Partners

- Robert Wood Johnson Foundation
- PRC Healthy Aging Research Network (PRC-HAN)
  - University of Washington = Website developers
- Comprehensive Health Education Foundation (C.H.E.F.) – New host site & tech team
- CDC's Division of Nutrition and Physical Activity
- National Blueprint

Threats to health and well-being of older adults

- 73% age 65 - 74 report <u>no regular physical activity</u>
- 81% age 75+ report <u>no regular physical activity</u>
- 61% - unhealthy weight
- 33% - fall each year

www.cdc.gov/nchs

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Barriers to exercise for older adults

- ## Lack of access to convenient facilities

- ## Lack of safe environments in which to be active

- Belief that inactivity is a natural part of aging

- Exercise is harmful for older people

- Exercise "at my age" is embarrassing

- Time constraints

- Overprotective relatives & friends

- No interest or motivation

- Don't know how to exercise

Locating Physical Activity Programs

- Findings from Exercise Attitudes and Behaviors: A Survey of Midlife and Older Adults (AARP, 2002)
    - 28% feel there are "not many" community-based PA programs in their areas
    - 24% stopped taking part in community PA programs because they were in inconvenient locations
    - 15% believe that facilities that are more centrally located would make it easier to take part in PA programs

OLDER ADULTS NEED ACTIVE OPTIONS!

What is Active Options?

- A web-based tool to connect older adults to physical activity programs in their communities, and to help communities improve access to these programs.
    - AO helps PA Program providers reach more older adults.
    - AO helps end users, especially older adults, access information about the PA programs in their communities.
    - AO helps communities identify the types of programs currently available and where gaps exist.

How & Why Was Active Options Developed?

- Based on the Healthy Aging Research Network's (HAN) paper survey, *Get in SHAPE*
  - S.L. Hughes, B. Williams, L.C. Molina, C.Bayles, L.L. Bryant, J.R. Harris, MD, R. Hunter, S. Ivey, K. Watkins. (2005) Characteristics of Physical Activity Programs for Older Adults: Results of a Multisite Survey. *The Gerontologist* 45:667-675.

- RWJF funded NCOA to conduct a census of community-based PA programs.

- Active Options was modeled on the *Shape Up! King County* website, www.shapeupkingcounty.org

How Does Active Options Work?

- Three Key Steps
  - (1) <u>Data entry</u>

    PA Program Providers create an AO account, complete the survey for each location where they offer programs.
  - (2) <u>Publish data</u>

    CC logs into his/her account & publishes surveys
  - (3) <u>Data query</u>

    End users (e.g. OAs, health care providers, I&R specialists) visit Active Options, enter a zip code, & find PA programs in their communities.

What does Active Options look like?

http://www.activeoptions.org/index.php

Google

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Active Options Home Page

⭐ ✦   🌐 Active Options Home   🏠 ▼ 📡 ▼ 🖨 ▼ 📄 Page ▼ ⚙ Tools ▼ »

Text Size: Ⓐ Ⓐ Ⓐ   Hello, serena.sanker8@ncoa.org!

Home
Active Options Home

Physical Activity Providers

Search for Programs

Community Champions

**About Us
Contact Us
Home**

[Logoff]

Welcome to Active Options for Aging Americans, a guide to local physical activity programs and opportunities for older adults.

**Looking for a physical activity program?
Enter your 5 digit zip code here.**

Approx. range in miles:
○ 5 miles
○ 10 miles
○ 15 miles
● 20 miles

Search »

🌐 Internet   🔍 100%

Active Options Home - Microsoft Internet Explorer provided by mindSHIFT
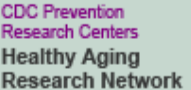
http://www.activeoptions.org/index.php

File   Edit   View   Favorites   Tools   Help

Google [G]▼   Go ▼   Bookmarks▼   18 blocked   ABC Check ▼   AutoLink ▼   AutoFill   Send to▼   Settings▼

Active Options Home

Healthy Aging
model health programs for communities

CDC Prevention
Research Centers
**Healthy Aging
Research Network**

COMPREHENSIVE
HEALTH
EDUCATION
FOUNDATION

20 miles

Active Options offers comprehensive information on participating physical activity programs in your area, including free and low-cost classes, group and independent exercise options.

Advanced Search

Advanced Search allows you to tailor your search for specific activites.

Does your organization offer physical activity programs for older adults? Sign up or Log in here.

New Account »

List your site and the physical activity it provides to the public.

Log In »

Edit your site's record of the physical activities it provides.

Internet   100%

Example of Search Results Page

Active Options Search — Microsoft Internet Explorer provided by mindSHIFT

http://www.activeoptions.org/search.php?zip=98103&range=32&notfirst=1

File Edit View Favorites Tools Help

Home > Search

Active Options Search

« Back

We have information about 47 programs in or near the zip code 98103

Print Version   Show All Details   Close All Details

1 | InsideOut Yoga
8016 Dayton Ave N, Seattle, 98103
206-992-4808

Show Detail/Close Detail

2 | Seattle Holistic Center
4649 Sunnyside Ave N Room #302, Seattle, 98103
206-525-9035

Navigation:
Physical Activity Providers

Search for Programs

Community Champions

About Us
Contact Us
Home

Text Size: A A A

Example of Expanded Search Results

WE OFFER THE FOLLOWING ACTIVITIES/FACILITIES:

- **Aerobic:** Dancing
  Aerobic Exercise
- **Flexibility:** Yoga
  Flexibility / Stretching
- **Sport/Recreation:** Billiards

RESOURCES AVAILABLE TO PARTICIPANTS:

- Billiards, Dancing, Yoga, Enhanced Fitness

OTHER INFORMATION:

☑ Recommended program: Lifetime Fitness/EnhanceFitness

$ Fees for classes

⭐ Annual or monthly membership/activity fee

TRANSPORTATION:

Ⓟ **Parking:** Free

🚌 **Public transit:** Access Bus
 Community-provided senior transportation

Example - Active Options Survey

How is Active Options Being Diffused?

- Systematic roll-out process that empowers communities
- Communities = major metropolitan area, county, multi-county region (e.g., Area Agency on Aging region, public health district)
- Communities self identify and determine their own launch and maintenance strategy.

Current Participation in Active Options

- Communities in 14 states are currently involved
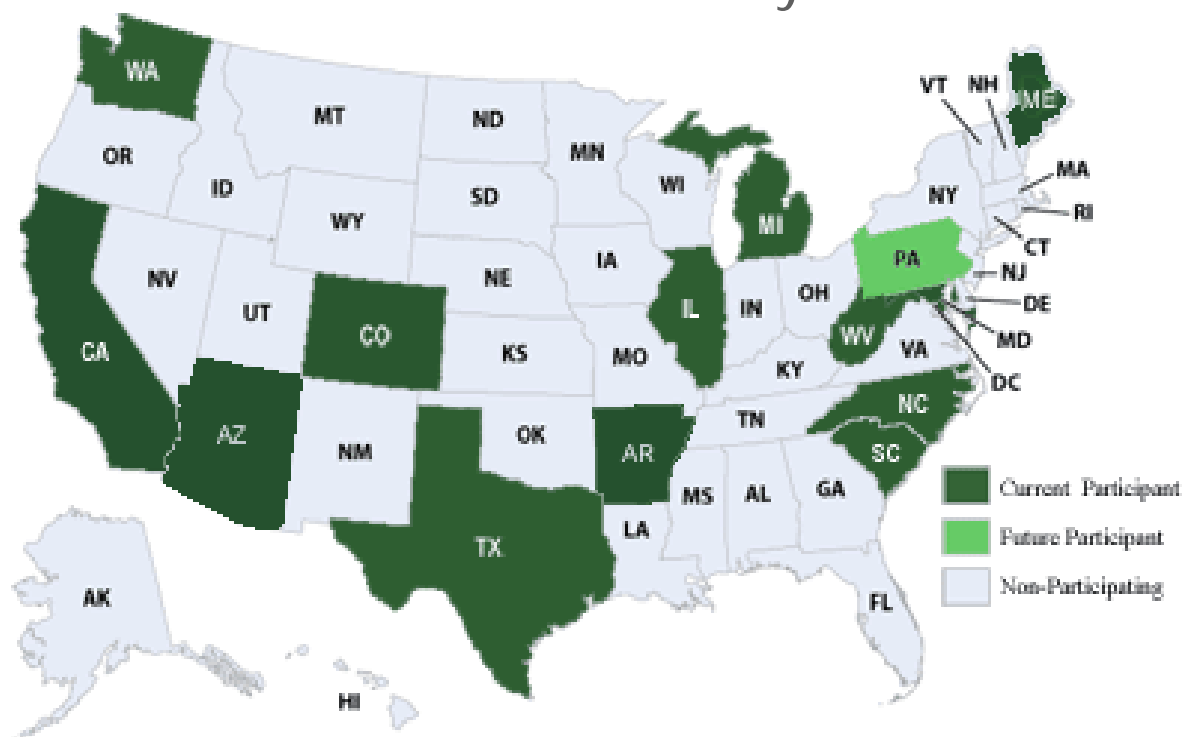
- Over 600 organizations have created Active Options accounts
  - These orgs have entered information about physical activity programs taking place at nearly 900 different sites.

How can Active Options help a community become a 'Healthy Community for Active Aging'?

- Helps identify the depth and breadth of PA programs available to OAs

- Info is up-to-date
  - PA Providers are <u>required</u> to update info about programs <u>at least</u> 1x/yr

- Can help communities achieve their goals
  - Improving access to PA programs
  - Increasing rates of PA participation
  - Improving health indicators

How does a community get involved?

- Please send an email to:

national@activeoptions.org