



CHOOSE TO MOVE:

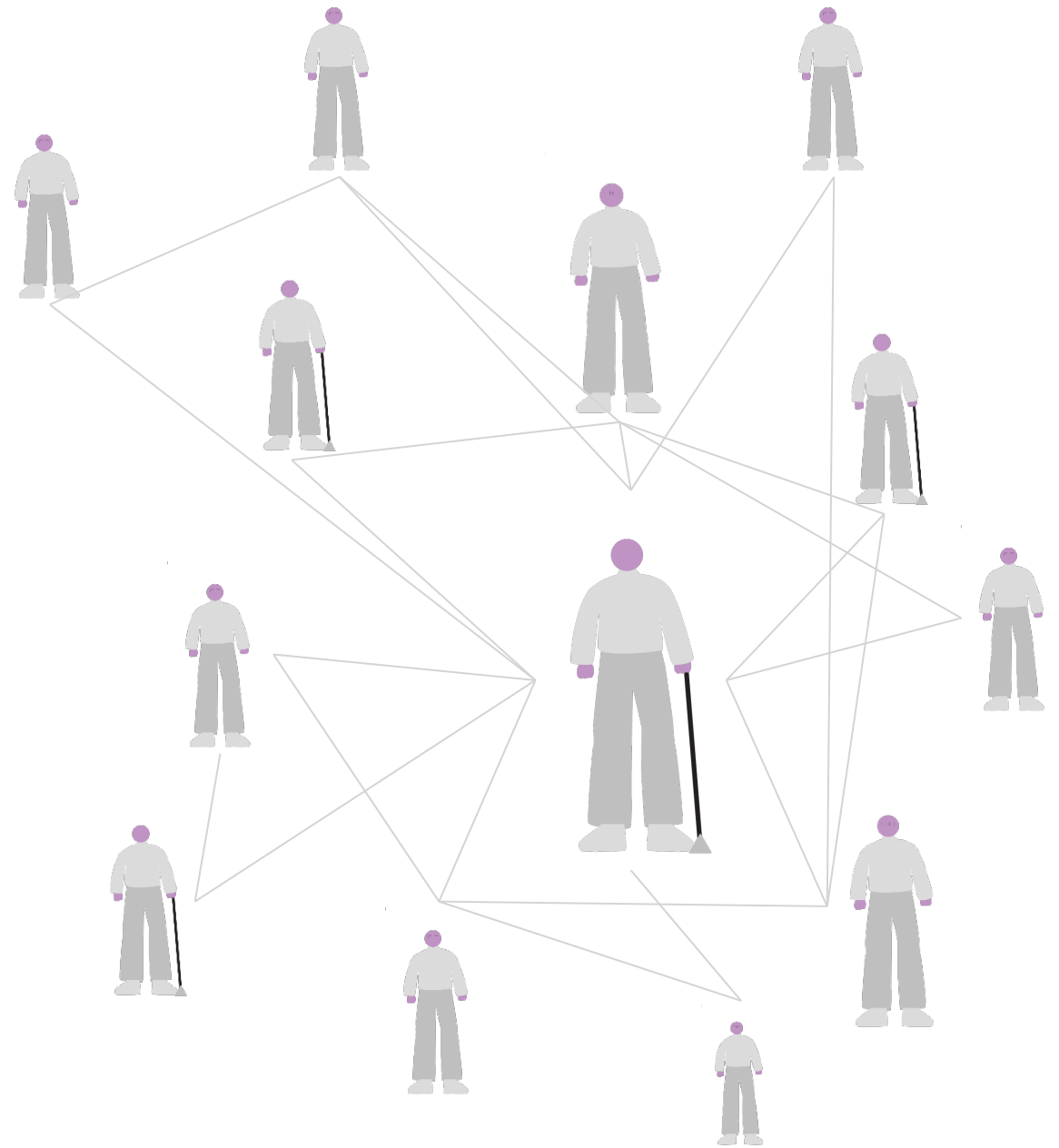
Getting Older Adults Active and Connected

UBCM Convention

September 26, 2019

Dr. Joanie Sims-Gould, Christa Hoy, Sarah Lusina-Furst
Active Aging Research Team

by 2051
1 in 4
Canadians
will be
65
or over





- 85% of seniors do not meet PA guidelines
- 90% are sedentary for >8 hrs/day



“Physical inactivity has been identified as the 4th leading risk factor for global mortality.”

—World Health Organization

COST OF PHYSICAL INACTIVITY

\$6.8 BILLION



**2009 estimate – latest available*



- ↑ Mood
- ↑ Bone health
- ↑ Brain health
- ↑ Flexibility
- ↑ Energy
- ↑ Memory
- ↑ Weight management
- ↑ Mental health
- ↑ Happiness
- ↑ Sleep
- ↓ Anxiety
- ↓ Cholesterol
- ↓ Cardiovascular disease
- ↓ Arthritis pain
- ↓ Alzheimer's progression
- ↓ Diabetes risk
- ↓ Hip fracture risk
- ↓ Depression
- ↓ Fatigue
- ↓ Blood pressure
- ↓ Stress
- ↑ **Quality of life**

Active People, Active Places

BRITISH COLUMBIA PHYSICAL ACTIVITY STRATEGY
NOVEMBER 2015



active
aging
society



Active Aging BC

1. **Provide and promote** more opportunities for older adults to be physically active.
2. **Enhance** health, mobility, and social connectedness of older adults.
3. **Build community capacity** that supports awareness of, and access to, physical activity opportunities for older adults.

Choose to Move

**What happens when
you Choose to Move?**

Choose to Move



One-on-one
Consultation



Motivational Group
Meetings



Telephone
Check-ins

PRINCIPLES

- START SLOWLY
- PROGRESS GRADUALLY
- SAFE
- COMFORTABLE
- ENJOYABLE
- CHOICE-BASED!!



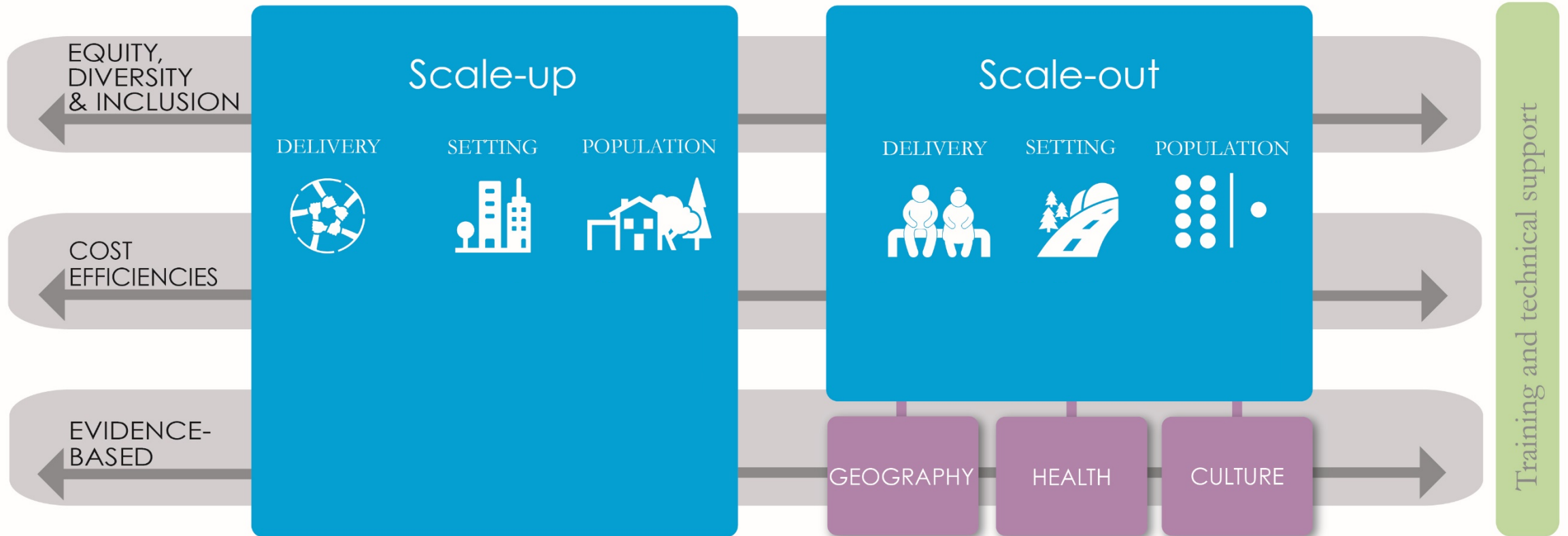
Activity Coach

What's our role? *Delivery Support*

- Bring partners together
- Provide training
- Synthesize and communicate results
- Embed decisions in evidence



Choose to Move



Choose to Move



52 communities

59 coaches trained

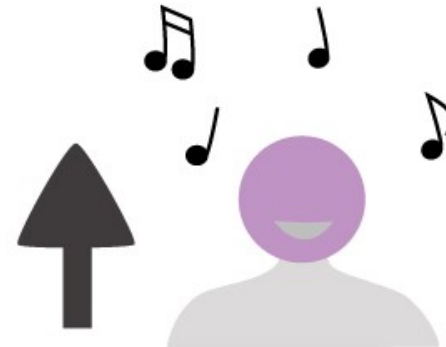
186 programs

1800+ participants

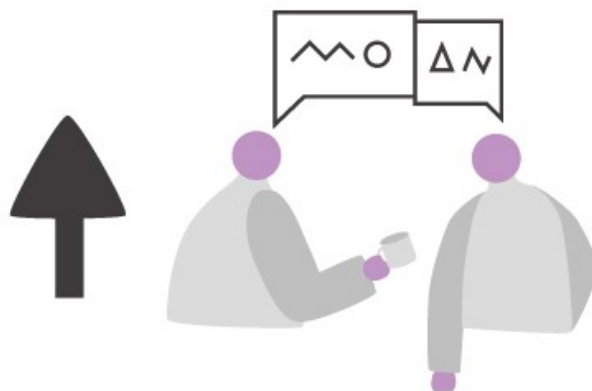
Choose to Move



increased physical activity,
mobility, and strength



increased happiness

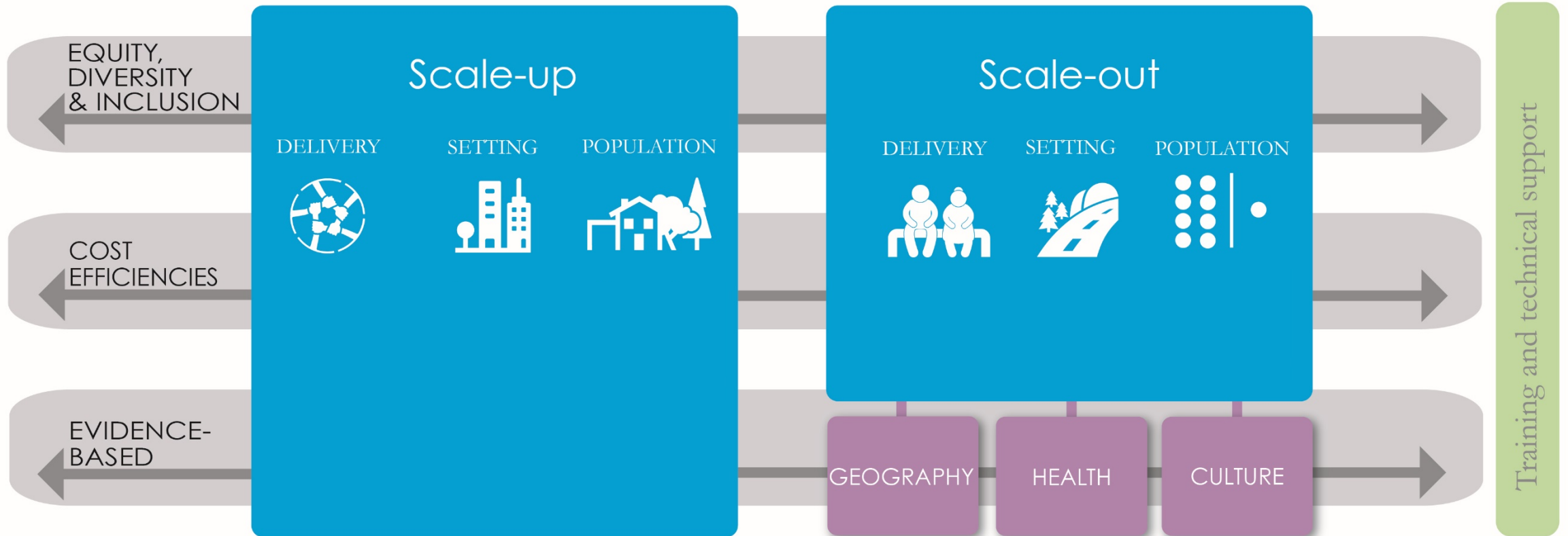


increased social connectedness



decreased loneliness

Choose to Move

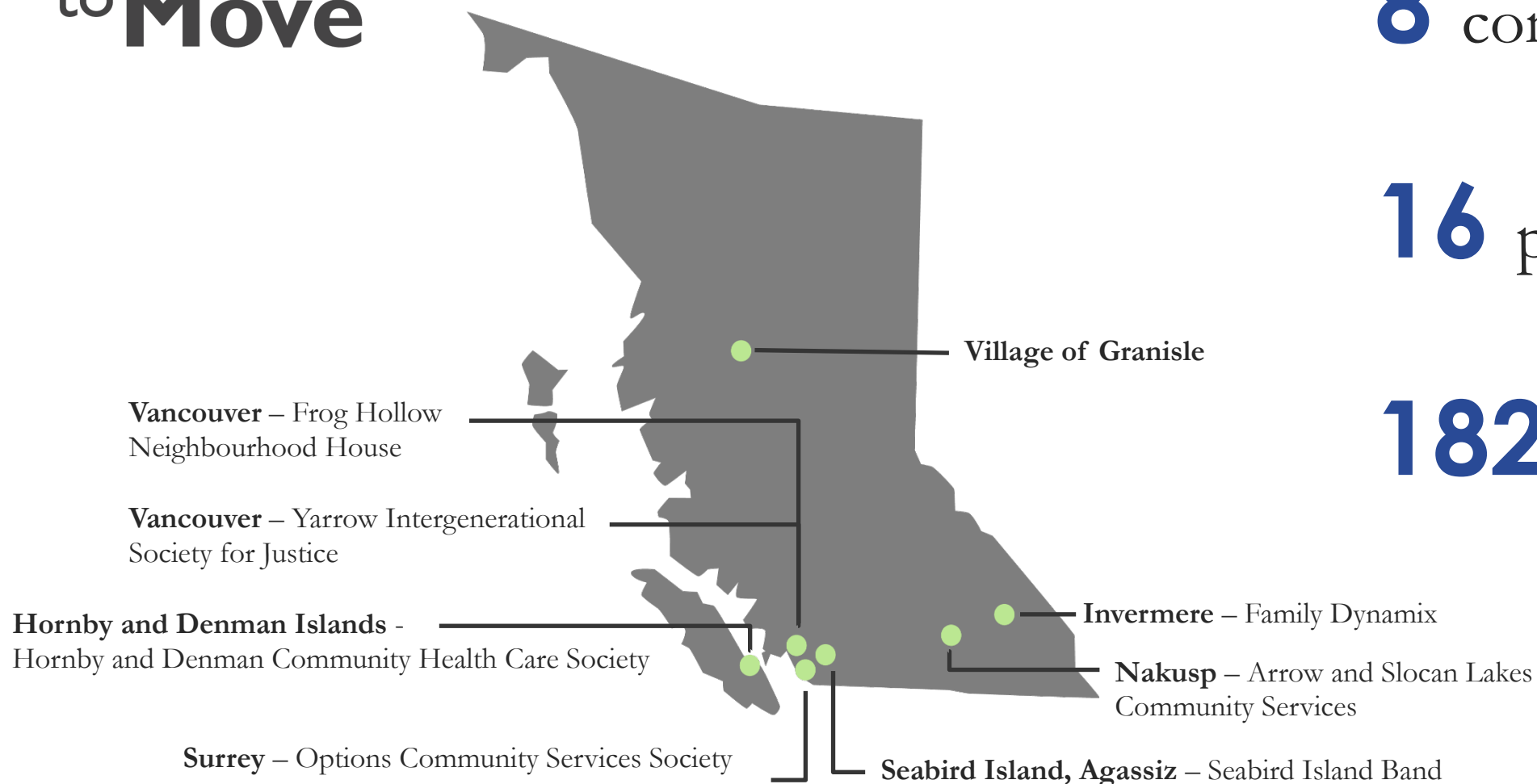


Choose to Move

8 communities

16 programs

182 participants



Community in profile: Village of Granisle

- Municipal hall
- Advisory board
- Include local experts
- Recruitment
- Field trips utilizing local transportation services



Image accessed from granisle.ca

Community in profile: Chinatown, Vancouver

- Yarrow Intergenerational Society for Social Justice
- **Integrate youth volunteers**
- **Recruitment through BC Housing**
- Chinese immigrant seniors
- Translation and navigation of local services and PA opportunities

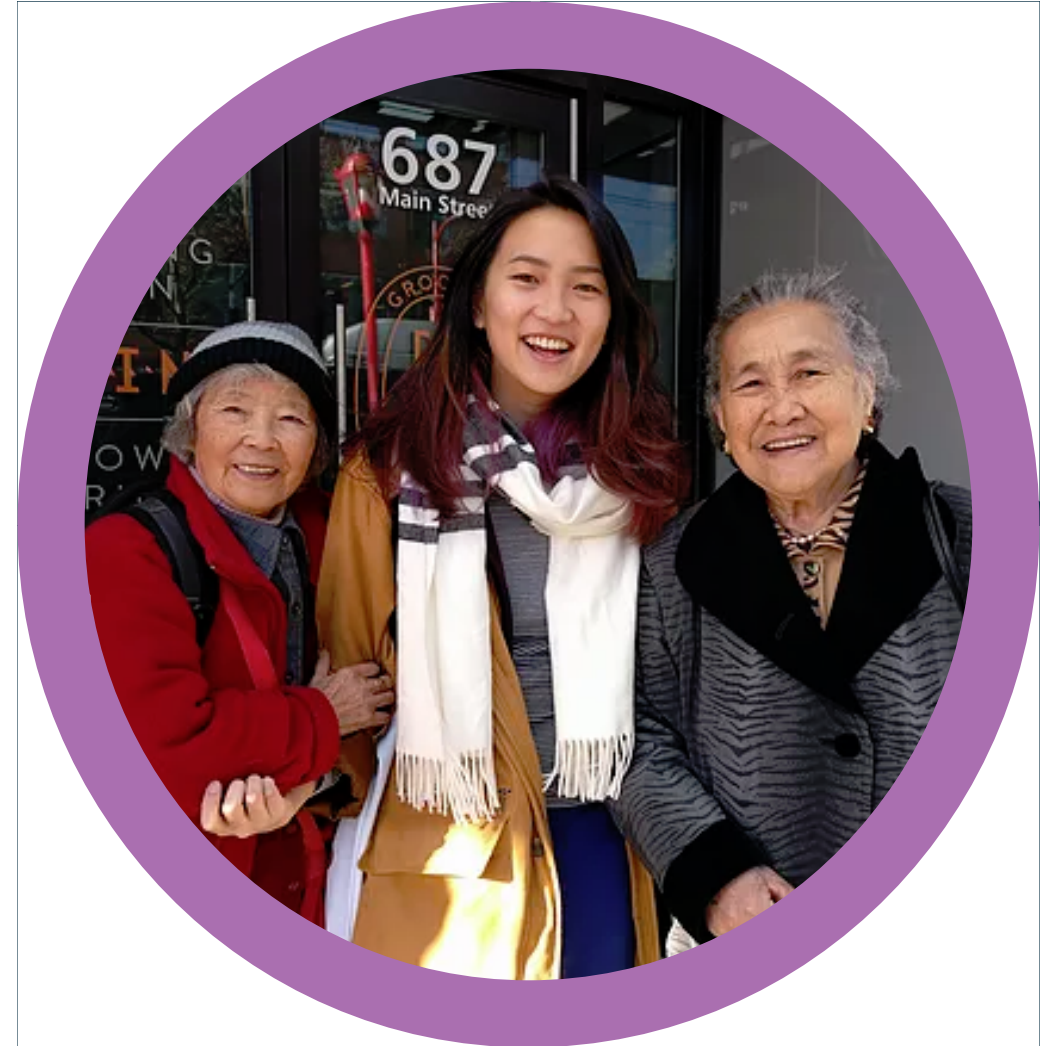



Image accessed from yarrow.society.ca

A photograph of four women of different ethnicities standing together and smiling. They are holding green fitness guides. The woman on the far left is white with short white hair. The woman next to her is Asian with short grey hair and glasses. The woman next to her is white with short blonde hair and glasses. The woman on the far right is white with short brown hair and glasses. They are all smiling and looking at the camera. A large quote is overlaid on the image.

“I feel like I’ve got energy again which is something I haven’t had for a long time... it not only amazes me, it amazes my husband. He hasn’t seen that in me for a long time.”

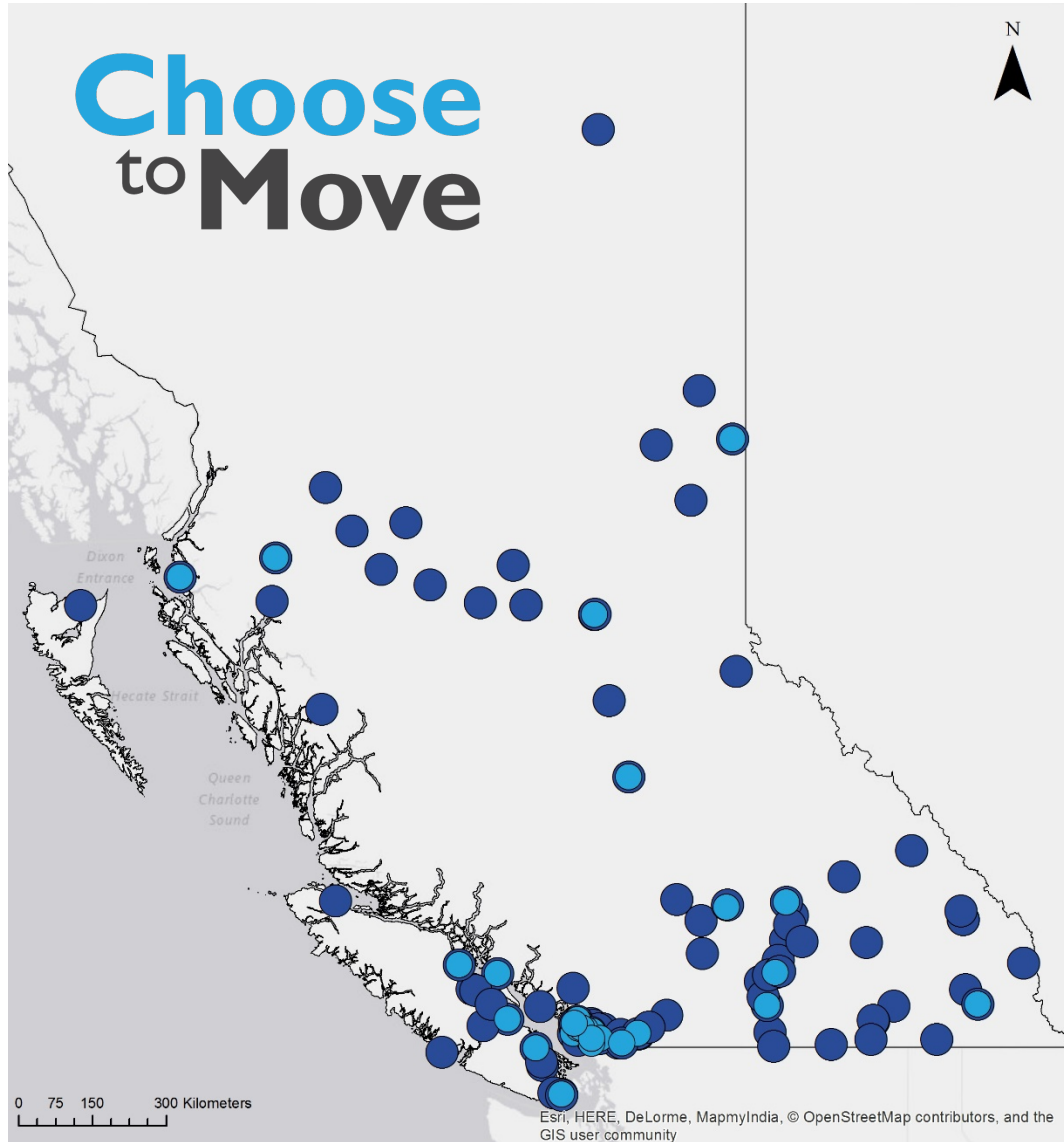
—Choose to Move Participant

“I would like to say thank you so much for giving me the opportunity to have the **most rewarding fitness experience of my life.**”

- *Activity Coach*



What's next for Choose to Move?



Targets

200+ programs

2300+ participants

How can you get involved?

1. Does your community already have Choose to Move?

- Find out at www.choosetomove.info
- Consider spreading the word within your community

2. If your community does not have Choose to Move

- Get in touch!
- contact@choosetomove.info

Thank you!

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