

ACTIVE AGING STRATEGY 2016-2018

Calgary Recreation

December 2015
v1.



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Section 1: Executive Summary

The number of Calgarians aged 65+ years is growing and will continue to grow for some time to come. Research is providing irrefutable evidence regarding the importance of participating in physical, creative and social activities as people age. Unfortunately, it also appears that people become less physically active as they age. The Active Aging Strategy focuses our efforts on how we can better enable older adults to remain physically and creatively active and socially engaged in our community.

The development of the Active Aging Strategy is identified in the Seniors Age Friendly Strategy (SAFS) that was approved by Council in June of 2015. The SAFS presents a vision and principles for creating a more age-friendly city. The Aging Strategy contributes to the local priority area of Participation & Inclusion.

The OUTCOME of the Active Aging Strategy is:

More older adult Calgarians are more active and creative more often

Over the next three years (2016-2018), in order to move us toward this Outcome, we will focus on the following GOALS:

- A. Getting more older adults into our programs and facilities
- B. Providing inspiring customer experiences
- C. Keeping our customers
- D. Sustaining our commitment to active aging

The Active Aging Strategy was developed based on current knowledge. As we learn more about how people continue to be healthy, active, creative and socially engaged into their older years, the Strategy will evolve.

Section 2: Introduction

Calgary Recreation has a long history of providing quality recreation opportunities for all age groups. During the Corporate reorganization of the early 2000s, dedicated staff resources to address the recreation needs of older adults were reallocated. Never the less, staff have continued to work to address the recreation needs of older adults on a facility basis and without an overarching, coordinated framework. **Appendix 1** describes what Calgary Recreation currently provides for older adults.

Council's approval in 2010 of the *Recreation Master Plan 2010-2020* that included the Recreation for Life service approach, saw a renewed interest in understanding and addressing the recreation needs of older adults using a lifespan perspective. Integral to the Recreation for Life service approach is the development of physical, creative and social literacies. Additionally, the current business cycle (2015-2018) identified the development of an Active Aging Strategy and implementing age-friendly strategies as business unit strategies to address Council Priorities of 'A prosperous city' and 'A healthy and green city'.

The purpose of the Active Aging Strategy is to provide a coordinated approach to planning increasing knowledge, measurement and reporting on the work that we do and the benefits older adults and the community accrue. The Strategy will also allow us to be more intentional in our service delivery. As well, we will be better positioned to identify and address the barriers to participation in activities that older adults encounter.

The intent of the Active Aging Strategy is to build on our existing facilities, products, services and partnerships while investigating new opportunities to respond to the recreation interests of the growing older adult population. The focus will be on enabling older adults to start, maintain and/or increase their participation in physical and creative activities; meet the Canadian Physical Activity Guidelines for Older Adults 65+; rehabilitation after injury or illness; prevent injury and reduce/prevent social isolation. We will also work to decrease sedentary behaviours in older adults supporting them to be active and engaged throughout their life and serve as role models in their communities.

WHY AN ACTIVE AGING STRATEGY IS NEEDED

The KEY DRIVERS that support the development of the Active Aging Strategy are the following:

A growing demographic

The *Seniors Age-Friendly Strategy* identified that there are currently approximately 120,000 Calgarians aged 65 years and older, accounting for 10 per cent of the population (The City of Calgary. 2014 Civic Census). In 20 years, it is expected that this number will almost double to 225,000, which is more than twice the growth rate for the total population in Calgary (The City of Calgary, Corporate Economics. 2014-2042 Projections). By 2042, the number of seniors will grow to more than 280,000, at which point they will comprise 15 per cent of Calgary's total population. By 2033, it is projected that the number of adults in Calgary over the age of 65 (270,079 people) will surpass the number of children under 14 years of age (269,083 people)¹. This demographic change will affect the way in which we program and operate our facilities.

¹ The City of Calgary. (2009).

Growing evidence on the benefits of participating in physical and creative activities as people age

Physical activity is linked with positive physical, mental and cognitive health outcomes for people as they age. The Canadian Centre for Active Living declares that exercise is one of the most important things older adults can do to maintain physical and mental health and quality of life. Exercising regularly can help prevent disease and maintain independence. Physical activity can delay onset and reduce severity of age related chronic conditions. Important to note, is that 50% of the loss in functional ability with age has been associated with physical inactivity.

Though the importance of being physically active is well known, the *2015 Alberta Survey on Physical Activity* reports that only 42% of adults over the age of 65 years in Alberta are physically active enough for health benefits. Calgary Recreation facilities and programs located across the city are well positioned to be able to help people become more active.

As well, the National Guild for Community Arts Education provides evidence on the benefits of participation in the arts as people age. These benefits include less medication use and fewer doctor visits; an increase in the level of independent functioning, where normally decline would have been expected; and better results on scales for depression, loneliness, and morale². Calgary Recreation provides access to creative opportunities through the operations of our two arts centres: North Mount Pleasant and Wildflower and delivery of community festivals and events.

Additionally, one of the results of participation in physical and creative activities can be the development of social networks. Being part of a strong and supportive social network has been positively associated with health and longevity among older adults³. Social isolation can be reduced by participating in activities.

Finally, new research on the neuroplasticity of the brain suggests that contrary to earlier understandings, the brain is able to develop new neural pathways into old age⁴. Physical, social and creative activities have been shown to increase this brain⁵ development.

Growing public interest: both health and aging are being identified as public priorities

There is growing recognition by all levels of government on the importance of addressing issues of both health and aging in society. The following are recently developed guiding documents:

Federal Government

- *Framework for Recreation in Canada 2015: Pathways to Wellbeing*

Provincial Government

- *Active Alberta*

Municipal Government

- *2015-2018 Action Plan (CS&PS Business Plan & Budget)*
- *2015-2018 Business Plan- Calgary Recreation*
- *Seniors Age Friendly Strategy*
- *Pedestrian Strategy*

² National Guild for Community Arts Education.

³ Annear, Keeling, Wilkinson, Cushman, Gidlow, & Hopkins.

⁴ Goh & Park.

⁵ Caprara, Molina, Schettini, Santacreu, Orosa, Menodza-Nunex, Rojax, & Fernandez-Ballesteros.

Appendix 2 provides further details about these Guiding Documents.

Appendix 3 provides details on how the Active Aging Strategy aligns with the Seniors Age-Friendly Strategy.

Section 3: Development of the Active Aging Strategy

In the spring of 2015, the development of the Active Aging Strategy (Strategy) began. During the initial meeting with the Recreation Management Team the project scope was established.

PROJECT SCOPE

Who

- Community dwelling older adults (self identified)

Why

- Support older adults to maintain and increase their physical and creative activity levels
- Decrease sedentary behaviours of older adults

Where

- In our facilities
- In the community - to enable us to better respond to the recreation needs of older adults

What

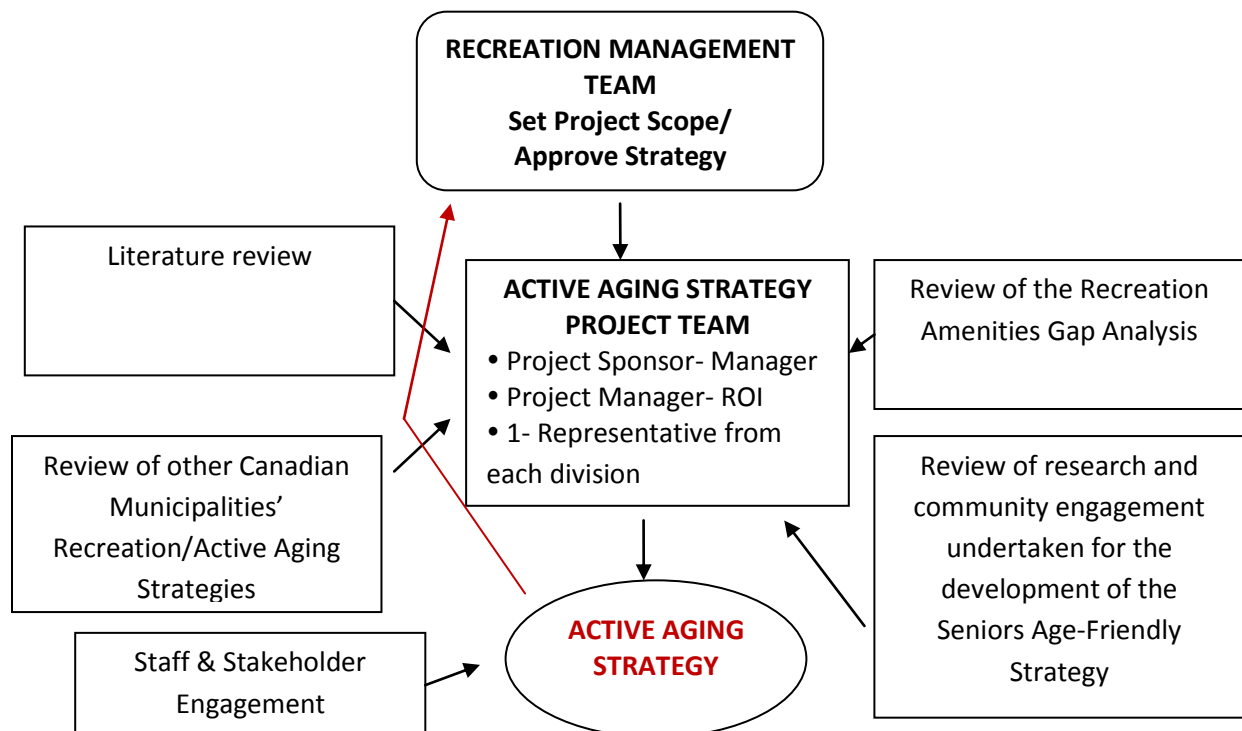
- Build on existing products and services
- Investigate new opportunities including partnerships
- Look at how we can support injury prevention, rehabilitation after injuries or illness and reduce and/or prevent social isolation

Out of scope

- Review of the Senior (65+) Admission Fee

WHAT WE DID

This is how the Active Aging Strategy was developed.



WHAT WE LEARNED

The reviews that were undertaken provided a wide range of information. Based on the Key Drivers and the Project Scope for the Active Aging Strategy the following themes were identified as important for consideration. **Appendix 4** provides more details on these themes.

Aging

- Aging is a complex process
- Most older adults are doing well
- How people age is changing
- There is an increase in the number of older adults living with one or more chronic diseases
- Falls are the public health epidemic of this decade.

Aging and physical activity

- Canadian Physical Activity Guidelines for older adults 65+
- Physical activity decreases with age
- Sedentary behaviours increase with age
- Motivation for physical activity changes with age
- Physical Literacy is important as people age
- Life transitions provide an opportunity to start physical and creative activities
- Fun and enjoyment is important in maintaining activity levels

Leading Practices

- Drop-in opportunities
- Having appropriately trained leaders/instructors
- Providing opportunities for participants to develop social ties/support group is very important
- Walking is still identified as one of the best physical activities
- Encouraging participation on a regular basis and in a range of activities in order to mitigate potential risks caused by chronic disease or injury is very important

Trends

- Masters Games are growing in popularity
- Volunteering
- Grandparent/grandchild opportunities
- Personal Training/Coaching

Issues

- Older adult caregivers are at risk of being social isolated
- Affordability
- Transportation is seen as a barrier to participation
- Calgary has a high proportion of older adult immigrants
- Seniors discount vs discounts based on ability to pay

Section 4: The Active Aging Framework

OUTCOME

More older adult Calgarians are more active and creative more often

TARGET

Older Adults (self identified)
Community dwelling older adults

PRINCIPLES

- People want to remain active, creative and socially engaged as they age.
- Aging is a process that affects people differently; therefore, chronological age is not a good indication of abilities.
- A variety of approaches are needed to provide older adults with choices on how to meet their physical, creative and social activity needs.
- Participation in physical, creative and social activities contributes to an older adult's ability to maintain self-efficacy and independence.
- Social connections are one of the most important supports for participating in physical activity and they also contribute to quality of life.
- Inclusive opportunities for all adults with specialized opportunities for older adults where needed will be provided.
- Skill development and progression can happen at any age.
- Older adults will be involved in planning programs and services.
- Activities should incorporate both fun and functionality.
- The Active Aging Strategy will continually evolve as new knowledge about aging is gained.

AREAS OF FOCUS

- Enabling older adults to meet or exceed the Canadian Physical Activity Guidelines for older adults 65+.
- Enabling older adults to choose to start, maintain or increase physical, creative or social activities during life transitions.
- Providing supports for health rehabilitation and injury prevention.
- Enabling the social participation of older adults.

GOALS

In order to reach our Outcome we will focus our work on the following Goals and Strategic Objectives:

Goal	Strategic Objective	Detail
A. Getting more older adults into our programs and facilities	1. Use a life transitions approach to develop and market our programs and services.	There are a variety of life changes that people go through that put them at risk of decreasing activity levels. However, these times are also opportunities for people to start activities. This Strategy will address the life transitions of: -family/career commitments -work/retirement transition -health issues -changes in housing -loss of a partner
	2. Promote the benefits of increasing physical & creative activity and decreasing sedentary behaviours	We will provide opportunities for older adults and the public to understand the importance of being active and creative and less sedentary as they age. We will ensure that there is positive language and depiction of aging.
	3. Address barriers to participation in recreation that older adults encounter	We will look at innovative ways and seek partnerships to address the barriers to participation in physical, creative and social activities.
B. Providing inspiring customer experiences	4. Have well trained, caring and supportive staff	Our staff will be the welcoming faces that provide memorable experiences and foster an environment that encourages participation.
	5. Create welcoming and safe environments	Our facilities, programs and activities are places where older adults feel included, comfortable and want to come to, that provide a sense of place and are community gathering places.
	6. Ask & listen to customers	We will continually seek input from our older adult customers and look at

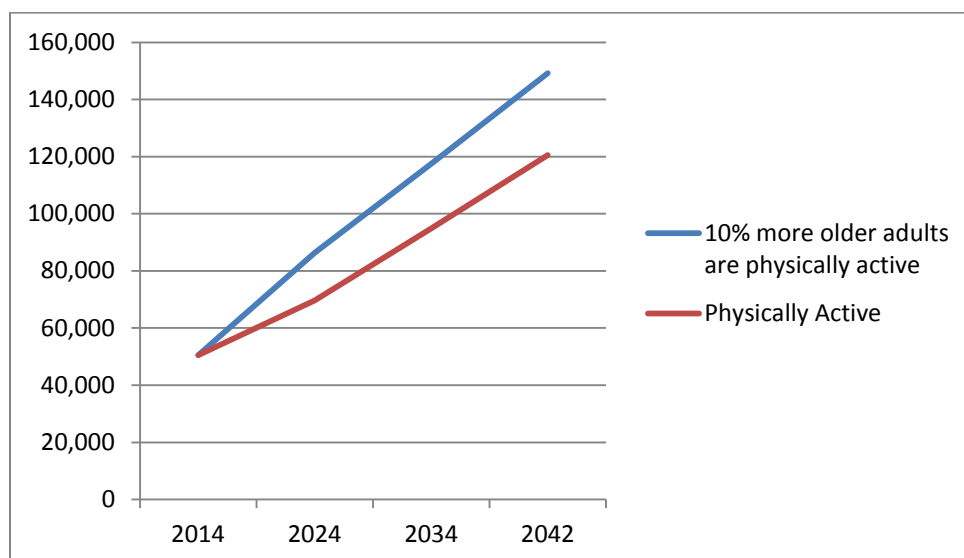
Goal	Strategic Objective	Detail
		opportunities to engage potential customers.
	7. Support current customers to maintain or increase their activity levels	We will develop new programming ideas that will provide opportunities for skill progression, challenge and fun.
C. Keeping our customers	8. Provide responsive products and services that meet customers' needs	We will act on what we hear from customers and new knowledge that we gain in a timely manner in order to better address the recreation needs of older adults.
	9. Develop incentives for customer retention	We will continually recognize participation and encourage older adults to start, maintain and/or increase their physical and creative activity levels.
D. Sustaining our commitment to Active Aging	10. Establish dedicated resources and business processes	We will develop an Active Aging portfolio that integrates the work into Operations.
	11. Facilitate Sector Growth and Development	We will lead and participate in community projects that get more older adult Calgarians more active and creative more often.
	12. Support the development of new knowledge and integration of it into our business in order to have a relevant and responsive Active Aging Strategy	We will continually incorporate new knowledge into our product and service development & delivery. We will also contribute to the development of new knowledge.

Section 5: Accountability

The Active Aging Strategy has not defined an age when a person becomes an older adult, however, for the purposes of measurement and accountability, since the current age of 65+ years is what is generally used for census and access to services eg. the Seniors discount in Recreation, 65+ years will be used to define an older adult.

RESULTS BASED ACCOUNTABILITY

Result 1: Turning the curve on physically inactive people 65+ years— More older adult Calgarians are physically active



Story behind the baseline

- According to the *2015 Alberta Survey of Physical Activity*, 42% of older adults report that they are physically active enough for health benefits. We will work to increase the number of older adults that are physically active.

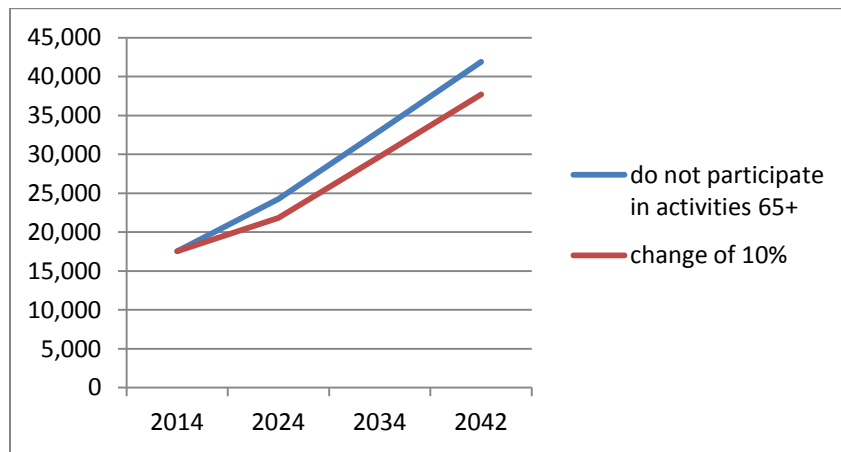
Indicators

- # of new annual passes purchases (65+)
- # of annual pass renewals (65+)
- # of admissions (65+)
- # of pass scans (65+)
- # of facilities offering Seniors Week activities

Performance Measures

- % Increase in number of new pass purchases by customers (65+)
- % Increase in renewal of passes by customers (65+)
- % Increase in pass scans by customers (65+)
- % Increase in admissions by customers (65+)
- % Increase in the number of customers (65+) accessing Fee Assistance
- % Increase in the number of customers attend senior skating drop-in
- % Increase in new research initiatives

Result 2- Turning the curve on socially isolated people 65+ years More older adult Calgarians are socially engaged



Story behind the baseline

- Social isolation has been identified as a significant issue in National Seniors Council reports published by the Government of Canada. Socially isolated people have few social contacts and few social roles. This baseline illustrates what the *Canadian Community Health Survey* (Statistics Canada) found that 14.6% of seniors do not regularly participate in activities. With the projected increase in the 65+ years population there will be an increase in numbers of socially isolated seniors.

Indicators

- # of new annual passes purchases (65+)
- # of annual pass renewals (65+)
- # of admissions (65+)
- # of pass scans (65+)
- # of facilities offering Seniors Week activities
- # of volunteers (65+)
- # of social opportunities provided


Performance Measures

- % increase of participants (65+) that report that they participate regularly in more activities
- % of participants (65+) that report that they have met new people
- % increase of volunteers (65+)
- % Increase in number of pass purchases by customers (65+)
- % Increase in renewal of passes by customers (65+)
- % Increase in pass scans by customers (65+)
- % Increase in admissions by customers (65+)
- % Increase in the number of customers (65+) accessing Fee Assistance

Result 3- More older adult Calgarians participate in creative activities

Currently we have not found a reliable baseline. We will continue to determine how to obtain a baseline.

SUPPORTING THE 2015-2018 ACTION PLAN- RECREATION PERFORMANCE MEASURES⁶

	Quantity	Quality
	How much did we do?	How well did we do it?
	Effort	1. Number of Calgary Recreation supported events for older adults. 2. Number of older adult visits to Calgary Recreation products, services and facilities. 3. Number of older adult Calgarians in the Fee Assistance Program
Effect	What change did we produce? Is anyone better off?	
	1. % of Calgary Recreation customers aged 65+ years who report increased physical activity levels, skill development, health and social benefits as a result of participating in products and services. 2. % of Calgary Recreation customers aged 65+ years, who are physically active enough to experience health benefits.	

⁶ The Performance Measures for the Active Aging Strategy are based on the draft Business Unit Performance Measures that still need to be approved by the Recreation Management Team and Council in an effort to align our measures with Result Based Accountability.

Section 6: Implementation

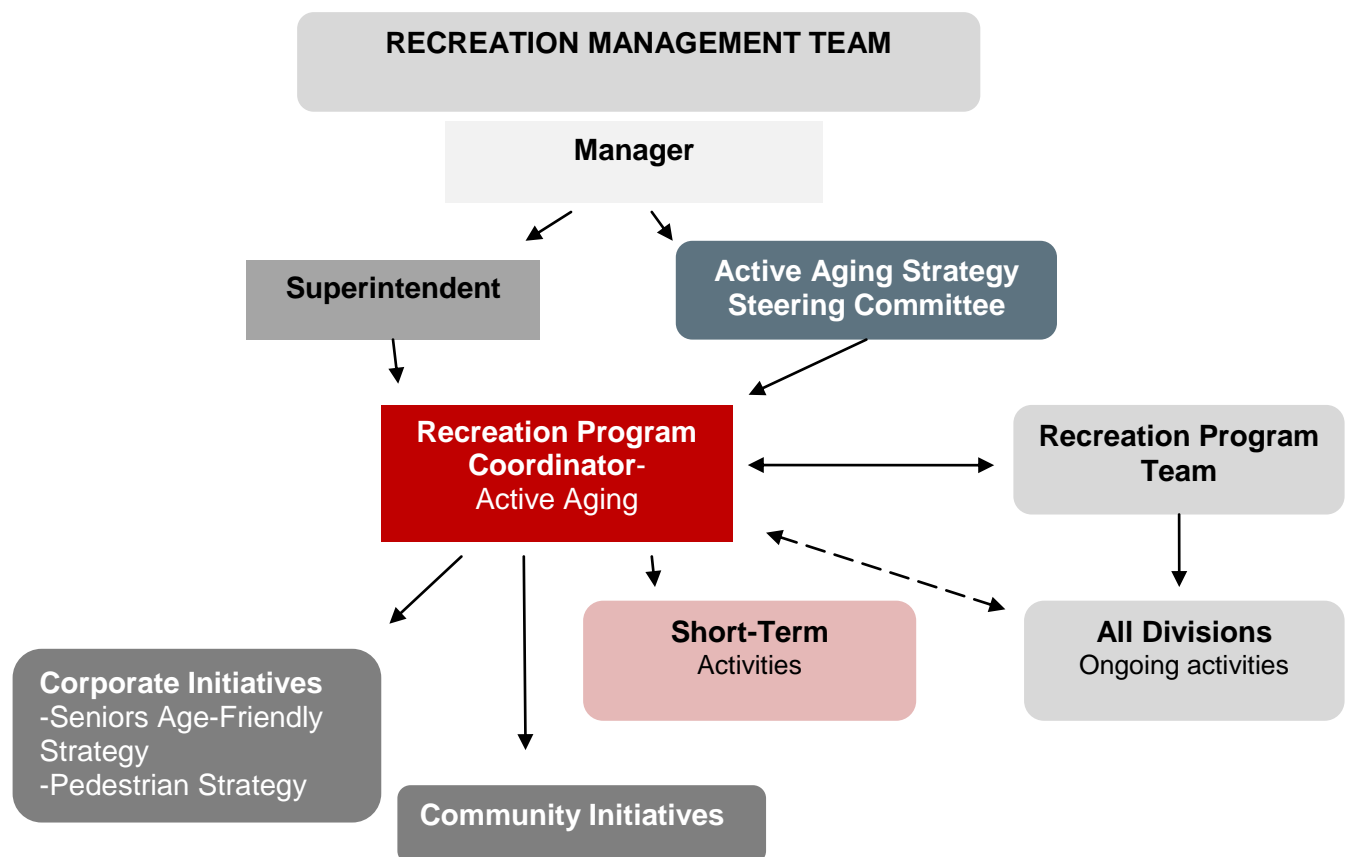
In order to address Council Priorities, the 2015-2018 Business Plan & Budget included growth for two permanent FTEs to focus on improving community well-being and individual health such as seniors' health rehabilitation and injury prevention. One position will be a Recreation Program Coordinator- Active Aging portfolio. This position will be filled in 2016 Q1 and will support the implementation of the Active Aging Strategy.

Each division will appoint a representative to the Active Aging Strategy Steering Committee. The Steering Committee is responsible for:

- Supporting the operationalizing of the Active Aging Strategy
- Monitoring and evaluating the progress of the implementation of the Active Aging Strategy
- Revising the Active Aging Strategy as required

The initial start-up will fall within the work of the Recreation Office of Innovation with transition to a Region by the end of 2016.

ACTIVE AGING STRATEGY GOVERNANCE STRUCTURE



ACTIVE AGING STRATEGY IMPLEMENTATION PLAN SUMMARY

Outcome: More older adult Calgarians are more active and creative more often

GOALS	STRATEGIC OBJECTIVES	PROJECTS	ACTIVITIES	(date to be completed by)
A. GETTING MORE OLDER ADULTS INTO OUR PROGRAMS & FACILITIES	<ul style="list-style-type: none"> 1. Use a life transitions approach to develop and market our programs and services 2. Promote the benefits of increasing physical & creative activity and decreasing sedentary behaviours 3. Address barriers to participation in recreation that older adults encounter 	a. Marketing and communications	-Develop a communications network (2016 Q1) -Develop the life transitions framework (2016 Q2)	-Create a public promotion and awareness plan (2016 Q3)
		b. Older adult volunteer programs	-Continue the Golf Volunteer Program (ongoing) -Expand Recreation Volunteer Program (2017)	-Recreation Buddy Volunteer Program (2016: dependent on grant funding)
		c. Training and support for staff	-Develop a staff training plan for all levels of staff (2016 Q3) -Implement the staff training plan (2017)	-Develop resources for staff on how to support older adults to be active and creative (ongoing)
B. PROVIDING INSPIRING CUSTOMER EXPERIENCES	<ul style="list-style-type: none"> 4. Have well trained, caring and supportive staff 5. Create welcoming and safe environments 6. Ask & listen to customers 7. Support current customers to maintain or increase their activity levels 	d. Best/leading practices in Active Aging	-Incorporate Physical Literacy principles (ongoing) -Identify leader/instructor qualifications requirements (2016 Q3) -Pilot projects at Thornhill and VSLC (2016 Q3)	-Develop a research agenda with post-secondary institutions, the Seniors Age-Friendly Strategy and others (2016 Q4) -Develop an Active Aging Manual and service guidelines (2017 Q2)
		e. Elder Abuse Awareness	-Work with Calgary Neighbourhoods to develop and implement a process to identify and report Elder Abuse (2016 Q2)	-Support the work that the Seniors Age-Friendly Strategy is doing on Elder Abuse Awareness (ongoing)
		f. Older Adult Engagement	-Produce an engagement plan for each complex (2017)	-Programs and Services Evaluation (2017 Q2)
		g. Customer Journey Mapping	-Develop a Customer Journey Map for older adults (2016 as part of pilot project)	-Implement ideas identified through the mapping (2016 Q4)
C. KEEPING OUR CUSTOMERS	<ul style="list-style-type: none"> 8. Provide responsive products and services that meet customers' needs 9. Develop incentives for customer retention 	h. Special events/free activities	-Seniors Week (ongoing) -#GetMovingYYC (ongoing)	-Incorporate opportunities for older adults in existing events/free activities (ongoing)
		i. Social component of participation	-Have information available about community services for older adults (2016 Q2)	-Provide social opportunities at facilities (ongoing)
		j. Modified and new program development	-Choosewell Grant-SLC healthy eating -TrueNTH (ongoing) -Continue to develop walking groups and resources (ongoing) -Try-it Activities (ongoing) -Further develop the Gentle Fitness product line (2016 Q2) -Investigate fall prevention programming (2016 Q2)	- Activate parks with fitness equipment (2016 Q2) -Grandparent/grandchild activities (2016 Q4) -Expand creative arts programming (2016 Q4) -Address barriers to participation (2016 Q3) -Investigate how to support participation in Masters and 55+ Games (2016 Q4) -Investigate programming for older adult family caregivers (2017) -Program unused daytime space (2017)
D. SUSTAINING OUR COMMITMENT TO ACTIVE AGING	<ul style="list-style-type: none"> 10. Establish dedicated resources and business processes 11. Facilitate sector growth and development 12. Support the development of new knowledge and operationalizing it in order to have a relevant and responsive Active Aging Strategy 	k. The Active Aging Portfolio	-Hire the Recreation Program Coordinator (2016 Q1) -Develop business processes (ongoing)	-Investigate integrating the Active Aging Strategy into the Recreation Program Team (2016 Q2) -Investigate the development of the recreation service delivery continuum for older adults (2016 Q4)
		l. Partnerships to enhance product and service offerings	-Develop programming in the community (ongoing)	
		m. Community and Corporate initiatives that contribute to the wellbeing, safety, and positive image of older adults	-Participate in Seniors Age-Friendly Strategy work (ongoing) -Support recreation projects for older adults identified through 'This is My Neighbourhood' (ongoing)	-Support the Pedestrian Strategy (ongoing) -Support the development of High Five Silver (2016 Q4) -Develop an older adult recreation, sport and arts providers network (2016 Q4)
		n. Integration of new knowledge	-Incorporate results from the Facility Development and Enhancement Study into operations (2016 Q4)	-Develop a process to incorporate new knowledge in a timely manner (2017 Q1)
		o. Results Based Accountability	-Develop and monitor the RBA (ongoing)	
		p. Implementation of the Active Aging Strategy	-Launch of the Active Aging Strategy for staff (2016 Q2)	-Develop and implement the Active Aging Strategy Review & Evaluation Plan (2018)
		q. Accessible facilities	-Include accessibility upgrades where feasible and possible (ongoing)	-Investigate implementing the International Council of Active Aging, Age-Friendly fitness facility guidelines (2017)

Section 7: Glossary

Community dwelling	Independent and supported living situations where the person is still able to manage all aspects of self care.
Creative activity	A broad range of arts and cultural opportunities that allows a person to participate in one or more of the following ways: appreciate, create, understand, critique or enjoy. ⁷
Exercise	A type of planned physical activity performed to improve or maintain physical fitness. ⁸
Life Transitions	Life changes that happen over time.
Physical Activity	Any bodily movement produced by skeletal muscles that result in energy expenditure. It is an overall term for any movement of the body. ⁹
Physical Fitness	A set of attributes a person has in regard to his or her ability to perform physical activities that require aerobic fitness, endurance, strength of flexibility. ¹⁰
Physical Literacy	The motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. ¹¹
Older Adult	No age specification. In general practice, the definition of “seniors” usually refers to people aged 65 and over. Population statistics use age 65 as a standard to allow comparisons across different types of data. Eligibility for age-related benefits including pensions and income supports is also frequently set at age 65. However, when planning to enable the sustained health, participation, and security of an aging population, it is important to consider that preventive factors may need to be in place prior to age 65 in order for active, healthy aging to occur. ¹²
Recreation	Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing. ¹³
Sedentary Behaviour	Time spent while awake non-exercising in a seated or reclining position. ¹⁴
Social Isolation	Low quantity and quality of contact with others. A situation of social isolation involves few social contacts and few social roles, as well as the absence of mutually rewarding relationships. ¹⁵
Social Participation	A person’s involvement in activities providing interaction with others in society or the community. ¹⁶

⁷ Based on the definition of Creative Literacy in the Recreation Master Plan.

⁸ Physical Activity Resource Centre.

⁹ Physical Activity Resource Centre.

¹⁰ Physical Activity Resource Centre.

¹¹ Canada’s Physical Literacy Consensus Statement- 2015

¹² Seniors Age-Friendly Strategy.

¹³ A Framework for Recreation in Canada 2015 Pathways to Wellbeing- A Joint Initiative of the Interprovincial Sport and Recreation Council and the Canadian Parks and Recreation Association

¹⁴ Chastin, Fitzpatrick, Andrews, & DiCroce

¹⁵ Government of Canada.

¹⁶ Julien, Gauvin, Richard, Kestens, & Payette.

Section 8: Acknowledgements

Thank you to the following people for their involvement in the development of the Active Aging Strategy.

RECREATION MANAGEMENT TEAM

Kurt Hanson	Director
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Stephanie Won	Project Manager, Recreation Office of Innovation

Section 9: Appendices

Appendix 1

What We Are Currently Offering

- Older adults are welcome to attend all adult programs (registered and drop-in).
- Reduced admission rates and passes for 65+ (50% of the adult rate).
- Registered programs designed for adults 50+.
- Drop-in programs designed for adults 50+.
- Gentle Fitness options available at our facilities.
- Drop-on Seniors Skate
- Providing specialized training in Older Adult Fitness for Fitness Recreation Specialists
- Piloting programs with Alberta Health Services (AHS).
- Special events for seniors offered at most Recreation facilities.
- Some fitness machines in fitness areas in recreation facilities have been specifically purchased for use by seniors.
- On-line information regarding accessibility of City operated recreation facilities.
- Coffee and an opportunity to socialize after senior's drop-in activities are provided at most Recreation facilities.
- The Fee Assistance rate for low income seniors is the same as the Adult Fee Assistance rate (admission- 25% of the adult admission and program- 1 program/12 month period, 10% of the fee to a maximum subsidy of \$50). Accessed through Fair Entry.

Appendix 2 Guiding Documents

1. A FRAMEWORK FOR RECREATION IN CANADA 2015: PATHWAYS TO WELLBEING

In February of 2015, at a meeting of the Federal-Provincial-Territorial ministers responsible for Sport, Physical Activity, and Recreation (excluding Quebec) the Framework was endorsed by the ministers and supported by the Government of Canada.

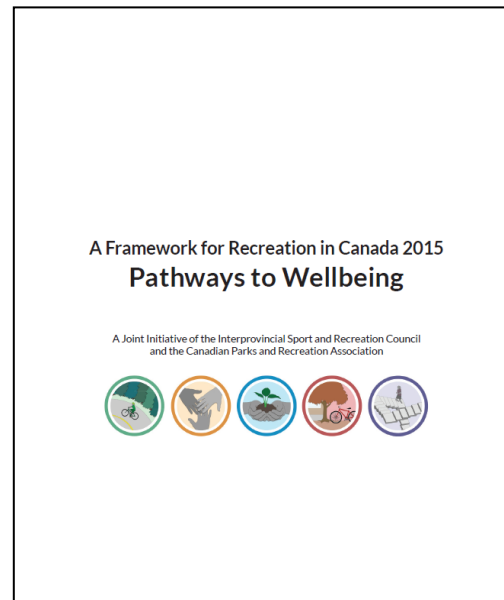
Goal 1: Active living- *Foster active living through physical recreation.*

Participation in physical recreation is essential to building healthy, active individuals from infancy to older adulthood.

A solid evidence base supports the positive relationship between regular physical activity and healthy aging. For older people, participation in active recreation adds vitality and quality to life. It positively affects functional capacity, mental health, fitness levels, the prevention and management of chronic diseases and disability, and overall wellbeing. Engaging in physical activity with others can help older adults build social networks that promote overall health.

2. ACTIVE ALBERTA 2011-2021

The Alberta Government recognizes the importance of active lifestyles to the physical, social and emotional well-being of Albertans and their communities.



3. 2015-2018 ACTION PLAN & 2015-2018 RECREATION BUSINESS PLAN

There are two Council Priorities that the Active Aging Strategy will address. Include within this budget cycle are two permanent FTE positions to address seniors' health rehabilitation and injury prevention.

Council Priority- A prosperous city

Strategy

P8 Respond to the needs of an aging population.

Business Unit Actions

- P8.1 Develop and implement an Active Aging Strategy to prepare for the needs of an aging population.
- P8.2 Include age-friendly community practices to meet the needs of seniors.

Council Priority- A healthy and green city

Strategy

H7 Foster healthy lifestyles through a range of accessible and affordable recreational programs and opportunities that encourage age daily living.

Business Unit Actions

- H7.1 Continue to develop and implement the Recreation for Life approach to guide decision-making.
- H7.2 Expand programs and services that increase the accessibility of low income Calgarians and address the inclusion needs of all Calgarians.
- H7.3 Partner with a variety of social recreation and community service providers to expand recreation and sport opportunities for Calgarians.



2015-2018 Council Priorities



2015-2018 Recreation Business Plan

4. SENIORS AGE-FRIENDLY STRATEGY

In June of 2015, Council approved the Seniors Age-Friendly Strategy (CPS2015-0491). The Seniors Age-Friendly Strategy uses the World Health Organization's Global Age-Friendly Cities framework to identify how the different sectors and citizens can work together to address the needs of Calgary's aging population. The *Seniors Age-Friendly Strategy* identifies six local priority areas. The Active Aging Strategy can address four of the Local Priority areas identified in the Seniors Age Friendly Strategy.

Appendix 2 provides a detailed list of how the Active Aging Strategy aligns with the Seniors Age-Friendly Strategy. The implementation of the Seniors Age Friendly Strategy is known as Age-Friendly Calgary.

- I. Access to Information & Services
- II. Community Support & Health
- IV. Participation & Inclusion
- V. Prevention and Response to Elder Abuse

5. THE PEDESTRIAN STRATEGY

In 2016 Q1, the Pedestrian Strategy will be brought forward by Transportation Planning to Council for approval. It promotes walking for its health benefits as well as the community benefits such as less congested roadways, increased social interaction on the street, improved neighbourhood safety and more support for local businesses.



Appendix 3
Alignment with the *Seniors-Age Friendly Strategy*

Local Priority Area	Result	Strategy
I. Access to Information & Services	Result 1: Older adults have access to information and services	Strategy A: Ensure that Calgarians have access to information about services that support healthy aging
		Strategy B: Ensure that older adults are able to access information in ways that meet their needs
		Strategy C: Ensure that older adults are able to access services that support healthy aging in ways that meet their needs
II. Community Support & Health	Result 1: Older adults are able to choose to stay in their home as they age and as their health, safety, and safety of the community permits	Strategy D: Provide support for family caregivers, including those who provide care for older adults, and older adults who provide care to younger family members
		Strategy E: Promote education and training specific to the needs of older adults among those providing community support and health services
IV. Participation & Inclusion	Result 1: Older adults feel welcomed and valued in Calgary	Strategy A: Create an age-positive culture shift in Calgary
	Result 2: Older adults are socially, physically and intellectually active	Strategy A: Encourage formal and informal opportunities for physical, social, and intellectual activity to be offered in local hubs
		Strategy B: Establish a framework of best practices to meet social, physical, and intellectual strengths and needs in older age
		Strategy C: Increase older adult participation in physical, social, and creative activities through The City of Calgary Recreation's Active Aging Strategy -Provide a variety of recreation products and services for older adults to be active and creative throughout their lives -Promote the benefits of increasing

Local Priority Area	Result	Strategy
		physical activity and decreasing sedentary behaviours for older adults -Explore opportunities for older adults to be involved in the creative arts -Address barriers to participation in recreation that older adults face -Develop partnerships to enhance product and service offerings in the community -Ensure City of Calgary’s Recreation facilities are welcoming and safe gathering places for older adults to benefit from social activity and build community connections -Increase volunteer opportunities for older adults -Support community initiatives that contribute to the safety, wellbeing and positive image of older adults
	Result 3: Older adults contribute to the well-being of the community	Strategy A: Promote and ensure the accessibility of opportunities to contribute to the community
		Strategy B: Promote opportunities for civic literacy and engagement among older adults
V. Prevention and Response to Elder Abuse	Result 1: Older adults are safe from abuse and neglect	Strategy A: Promote public awareness on how to identify, prevent, and respond to elder abuse and neglect
		Strategy B: Ensure that professionals working with older adults are trained in how to identify, prevent, and respond to elder abuse and neglect
VI. Transportation & Mobility	Result 1: Calgarians are able to freely move throughout the city as they age	Strategy B: Design and maintain outdoor spaces in ways that promote walking as a mode of transportation for older adults

Appendix 4

Details On What We Learned

AGING

Aging is a complex process

Aging is a process that is associated with physical, cognitive and sensory declines. These declines are usually gradual and happen differently for each individual. This means that there can be a wide range of abilities in a group of people of the same chronological age. Therefore, chronological age is not a good indicator of abilities and a one-size fits all approach for recreation programs and services for older adult is not appropriate. On positive a note, most people are able to adapt to the declines associated with aging.

Most older adults are doing well

Canadians are living longer healthier lives and are able to maintain autonomy and independence well into their later years. It appears that the Baby Boomer generation is moving into old age healthier and wealthier than previous generations.

How people age is changing

According to the World Bank, the average life expectancy is increasing and is now 81.24 years in Canada¹⁷. The number of people 85+ years is the fastest growing group. This increased longevity is changing what we know about aging and what it means to be old. For example in 2011, British national Fauja Singh became the first 100 year-old to complete a marathon by running the Toronto Waterfront Marathon in Canada¹⁸. The research is not clear on whether older adults that have good health are more active or if good health allows older adults to be more active. Over the coming years we will gain more insights into this.

No longer is the age of 65 seen as the typical time for retirement. Many people plan on working past 65 years of age. Those that do retire may transition into it through part-time work.

There is an increase in the number of older adults living with one or more chronic diseases

Chronic diseases include diseases such as diabetes, heart disease, obesity, dementia, etc. Arthritis is one of most common chronic diseases related to age. Statistics Canada reports that one-third of older Canadian males and one-half senior Canadian females report arthritis. Dementia is another common chronic disease. One in seven people by the age of 70 years will show signs of it. Because people are living longer and there are better treatments for chronic diseases such as diabetes, heart disease, osteoporosis, etc., more people are living with more than one chronic disease as such their needs are more complex.

Falls are the public health epidemic of this decade

More than 30% of people aged 65 years and older and more than 50% of people aged 80 years and older will fall this year¹⁹. Falls are the leading cause of emergency department visits by older adults, and the number one cause of hospital admissions due to trauma²⁰.

AGING AND PHYSICAL ACTIVITY

Canadian Physical Activity Guidelines for older adults 65+

The Canadian Society for Exercise Physiology recommends for health benefits, that older adults should accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical

¹⁷ https://www.google.ca/?gws_rd=ssl#q=average+life+expectancy+canada

¹⁸ https://en.wikipedia.org/wiki/Fauja_Singh

¹⁹ Shubert.

²⁰ Shubert.

activity per week in bouts of 10 minutes or more. As well, muscle and bone strengthening activities should be done at least two times a week. In addition, those with poor mobility should perform physical activities to enhance balance and prevent falls. Not included in the Canadian Physical Activity Guidelines for old adults 65+, but advocated by the Canadian Centre for Active Aging is the importance of maintaining flexibility as one ages.

Physical activity decreases with age

Even though there are a lot of benefits to being physically active according to the *2015 Alberta Survey on Physical Activity*, physical activity decreases with age. For example for people 18-24 years, 77% report to be physically active; whereas, for people 65+ years only 42% report being physically active. Also, walking levels decrease as Albertans' age and older women are less physically active than older men.

Sedentary behaviours increase with age

Unfortunately, meeting the Canadian Physical Activity Guidelines does NOT make up for being sedentary the rest of the day. New research indicates that sedentary behaviour is a health hazard. According to the *2015 Alberta Survey on Physical Activity Survey*, 69% of waking hours of older adults are spent performing sedentary activities. While there are Sedentary Behaviour Guidelines for children and youth there are none for older adults. Currently there is no direction on what older adults need to do other than be less sedentary. Further research on Sedentary Behaviours is needed.

Motivation for physical activity changes with age

The reasons for participation in physical activity changes with age. As people age being toned & fit and stress reduction grow as motivators as does being able to maintain activities of a daily living and independence. While the motivation of competition tends to decrease with increasing age. Chronic health conditions can be both a barrier and a motivator to physical activity for the older adult population. Individuals may be motivated to exercise to prevent or slow the progression of their chronic condition but may not be able to continue in an activity that they previously did because of limitations of the condition.

Physical Literacy is important as people age

Canada's Physical Literacy Consensus Statement defines physical literacy as the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. Initially physical literacy was focused on children and youth, but now physical literacy is being recognized as a journey throughout one's life and as such, is just as important in old age. People who are physically literate are more likely to be active over time and are also better at adapting to physical changes in their body when recovering from injury or surgery. Also, physical literacy is important for injury prevention.

Life transitions provide an opportunity

It has been documented that there are various points in life where activity levels tend to drop off. These transitions can happen at any time in adulthood. They provide opportunities for recreation providers to support people to start new activities, maintain activity levels, enter into activities or look at other options. The Life Transitions that are addressed in the *Active Aging Strategy* are the following: 1/ family/career commitments- this is the time, generally when people are in their mid 40s, where they are working hard on developing their careers, still have children at home and also have aging parents. This is a time where there are multiple competing interests on people's time. 2/ work/retirement transition- this provides opportunities for people to become more active. Studies show that indeed people do become more active after they retire, however, several years after retirement activity levels drop. 3/ health issues- the diagnosis of a chronic health problem or an injury provides an opportunity for people to reassess and redefine

activities that they need to do or now want to do. 4/ changes in housing- this a time where people downsize their housing, move closer to their children, etc and the result can be a loss of their social networks. 5/ loss of a partner- either through divorce or death, the loss of a partner can have a great impact on activity levels.

Fun and enjoyment is important in maintaining activity levels

While research identifies life transitions as important opportunities for people to start new activities, it is also clear that maintaining those activities over time requires different strategies. In addition to the social element of an activity, having fun and enjoyment have been identified as motivators for continuing an activity. Conversely, boredom or doing the same things over and over have been found to be reasons people drop-out of activities.

LEADING PRACTICES

Drop-In opportunities

Many older adults prefer drop-in opportunities as opposed to registered programs. The drop-in format allows for flexibility of attendance. For example, with the prevalence of many older adults living with multiple chronic conditions, there may be some days people cannot participate. Consistent and reliability of activities is also important. ie that the drop-in program will run no matter what.

Having appropriately trained leaders/instructors

The Canadian Centre for Active Aging believes that having appropriately trained leaders is a must. Because many older adults are living with multiple chronic diseases, leaders must be well prepared to address these complex needs. As well, it is important that leaders/instructor mitigate participants' risk of falling in the activities. Participant safety guidelines should also be clearly shared with participants. Caring staff can provide motivation and encouragement to the older adult participant.

Providing opportunities for participants to develop social ties/support group is very important

Opportunities for participants to develop social ties/support group for motivation is very important and desired by participants. Building this social capital often leads to social support outside of the program or activity. Having someone to do an activity with is one of the biggest motivators for participation.

Walking is still identified as one of the best physical activities

Walking is low cost, is relatively safe and incorporates cardio, strength, balance, flexibility. Even regular low-intensity walking (less than 100 steps per minute) has been shown to have benefits. As well, walking can be easily incorporated into a daily routine. Finally, many studies find that walking is the activity of choice for many older adults.

Encouraging participation on a regular basis and in a range of activities in order to mitigate potential risks caused by chronic disease or injury is very important

For many older adults participating in an activity provides both the benefits of the activity and the social network. If one has to stop doing the activity, they may also lose their social network. Participation in a variety of activities provides older adults with options for participation, can prevent boredom and increases social networks.

TRENDS

Masters Games are growing in popularity

Master Games are open to all people 30+ that want to participate, though events have different age categories. These Games are more about the joy of participation, but a component of competition is still there.

Volunteering

The concept of retirement is changing and some older adults see volunteering as a way to transition into retirement, while others see volunteering as a way to continue to contribute to society. Some of the key elements of successful volunteer opportunities for older adults are that the opportunities are flexible, the work is meaningful to the older adult, organizations respect the skills and knowledge that older adults bring, there is adequate supervision for the volunteer and the older adult's efforts are recognized by the organization.

Grandparent/grandchild opportunities

There are more older adults taking a role in caregiving for their grandchildren. This provides opportunities for the development of physical and creative activities that both can participate in together.

Personal Training/Coaching

According to the American College of Sports Medicine, Personal Training/Coaching has for the past 9 years, been in the top 10 list in the *Worldwide Survey of Fitness Trends*. In 2016, Personal Training was the sixth most popular fitness trend. Qualified personal trainers can help older adults develop activity plans and set goals that meet their interests, are safe and realistic. Additionally, personal trainers/coaches can provide motivation for the older adult.

ISSUES

Older adult caregivers are at risk of being social isolated

Some older adults are in the role of caregiver for an older adult family member. These caregivers are at risk of social isolation, decrease in activity and increase in sedentary behaviours because of their caregiving roles.

Affordability

While many older adults are doing well financially, not all are well off. Affordability is still seen as a barrier to participation for some older adults.

Transportation is seen as a barrier to participation

Having opportunities in close proximity to where older adults live will increase the chances that they will participate in activities on a regular basis.

Calgary has a high proportion of older immigrants

Many older adults immigrate to Canada in their older age. This can create challenges due to language differences and unfamiliarity with types of activities and how to access them. Targeted opportunities to include culturally diverse older adults in our facilities, products and services will be required.

Seniors discount vs discounts based on ability to pay

As mentioned above, not all older adults are struggling financially. John Compton suggests that the public parks & recreation sector needs to further explore the rationale for a Seniors' discount or if a discount based on ability to pay would be more appropriate.

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Calgary



Age-Friendly Calgary

Everyone can help make our communities welcoming for older adults.

The City of Calgary and its community partners have made a plan to make Calgary a great place to live and age. The plan includes six priority areas:

- Access to information and services
- Community support and health
- Housing
- Participation and inclusion
- Prevention of and response to elder abuse
- Transportation and mobility

Find out more at calgary.ca/agefriendly or contact 311 to learn more.

