



OPPORTUNITIES

OLDER ADULT PHYSICAL ACTIVITY SERVICES IN NEW BRUNSWICK



Cover photo and above: Sailing aboard Jolly Breeze, St. Andrews, NB
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Submitted by Tara Werner with the support of the New Brunswick Department of Social Development and Recreation New Brunswick (2015).

Design by Terry Kelly

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Hearts in Motion Walking Club, Grand Bay-Westfield, NB
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EXECUTIVE SUMMARY

NEW BRUNSWICK'S OLDER ADULT POPULATION HAS BEEN STEADILY GROWING. Our province is home to Canada's second highest percentage of older adults with only 36% of this population being active during their daily discretionary time. It is estimated that 60% of Canadian older adults are inactive and therefore unable to experience the health benefits associated with active living. Regular physical activity participation is essential for healthy aging. It can reduce the risk of heart disease, stroke, high blood pressure, high cholesterol, type 2 diabetes, osteoporosis, obesity and certain types of cancer, while increasing functional ability and quality of life. The number of seniors in our province is expected to increase dramatically over the next 25 years. These statistics make it vital for New Brunswick to support the health and well-being of older adults.

The purpose of this study was to gain a better understanding of older adult physical activity services in New Brunswick including: the types of programs provided, program promotion, delivery agents, barriers to participation, training, evaluation, best practices and success stories. A preliminary scan was completed with a variety of New Brunswick physical activity and recreation program and service providers, those working directly with older adults and older adults themselves from municipal, private, non-profit, volunteer and provincial organizations.

Findings suggest that New Brunswick offers a diverse array of physical activity programs and services for older adults. Many regions and communities offer traditional older adult activities, while others have created their own unique programs. However, there are no provincial standards (i.e. quality assurance) for providing older adults with physical activity and recreational programs. This includes training for those working with older adults and evaluation of program outcomes. There is a lack of awareness of existing programs and services and a need to educate older adults on local opportunities.

This document opens up the beginning of rich conversations and opportunities for enhanced physical activity and recreational programs and services. Through collaborative efforts, key stakeholders who share a mandate to enhance the well-being of older adults can work together to reduce barriers to participation. Opportunities exist to strengthen training and evaluation, build awareness, implement guidelines, develop innovative programming, enhance community connections and build healthy and supportive environments for older adults.

OLDER ADULTS WHO **ADOPTED** AND **MAINTAINED** REGULAR PHYSICAL ACTIVITY EXPERIENCED IMPROVEMENTS IN ANXIETY, DEPRESSION AND OVERALL WELL-BEING IN JUST A **SIX MONTH** PERIOD.

~Evaluation of CHAMPS: A physical activity promotion program for older adults.



Millville Legion Country Jamboree and Dance, Millville, NB
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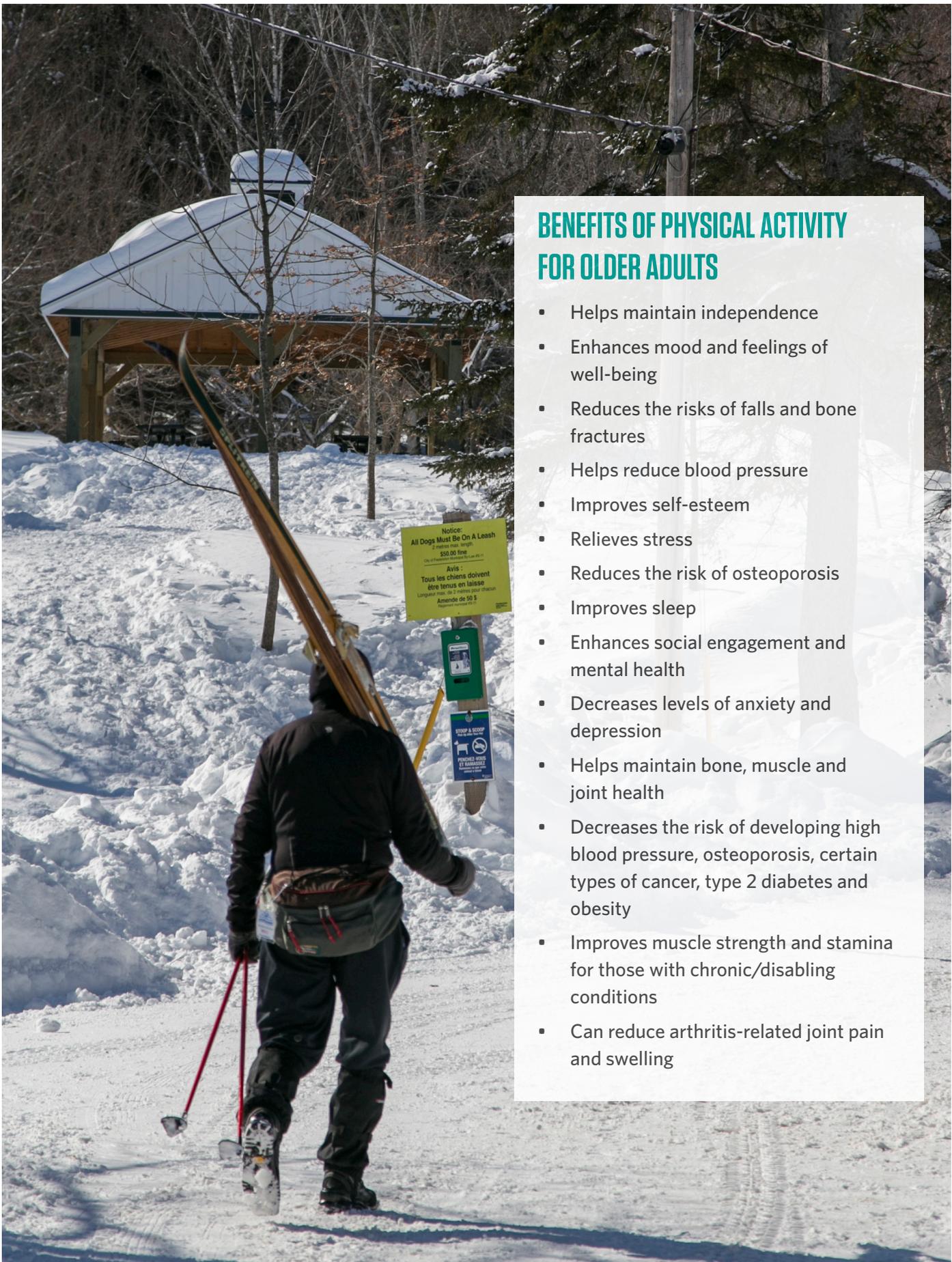
BACKGROUND INFORMATION

New Brunswick's older adult* population has been steadily growing. Our province is home to Canada's second highest percentage of older adults⁽¹⁾ with only 36% of this population being active during their daily discretionary time.

IT IS ESTIMATED THAT 60% OF CANADIAN OLDER ADULTS ARE INACTIVE and therefore unable to experience the health benefits associated with active living.⁽²⁾ Inactivity increases the risks of heart disease, stroke, high blood pressure, high cholesterol, type 2 diabetes, osteoporosis, obesity and certain types of cancer.⁽³⁾ Regular physical activity participation is essential for healthy aging and can reduce these risks while increasing functional ability and quality of life. The number of seniors in our province is expected to increase dramatically over the next 25 years. These statistics make it vital for New Brunswick to support the health and well-being of older adults.

**For the purpose of this study, older adults are defined as anyone 50 years of age or older. Many of New Brunswick's physical activity and recreation service providers offer older adult programs for this age group.*

Falls are the number one cause of hospital admissions for Canadian older adults.⁽⁴⁾ Daily movement and physical activity helps decrease the incidence of falls, which are associated with the increasingly sedentary lifestyles of our seniors.⁽⁵⁾ Regular physical activity is one of the best defenses against falls. The case for physical activity engagement in the lives of New Brunswick seniors in reducing falls and chronic disease, while increasing quality of life has never been more relevant.



BENEFITS OF PHYSICAL ACTIVITY FOR OLDER ADULTS

- Helps maintain independence
- Enhances mood and feelings of well-being
- Reduces the risks of falls and bone fractures
- Helps reduce blood pressure
- Improves self-esteem
- Relieves stress
- Reduces the risk of osteoporosis
- Improves sleep
- Enhances social engagement and mental health
- Decreases levels of anxiety and depression
- Helps maintain bone, muscle and joint health
- Decreases the risk of developing high blood pressure, osteoporosis, certain types of cancer, type 2 diabetes and obesity
- Improves muscle strength and stamina for those with chronic/disabling conditions
- Can reduce arthritis-related joint pain and swelling



Saint John Harbour, Saint John, NB
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PURPOSE

THE PURPOSE OF THIS STUDY was to gain a better understanding of older adult physical activity services in New Brunswick including: the types of programs provided, program promotion, delivery agents, barriers to participation, training, evaluation, best practices and success stories. A preliminary scan was completed with a variety of New Brunswick physical activity and recreational program service providers, those working directly with older adults and older adults themselves from municipal, private, non-profit, volunteer and provincial organizations.



INTERGENERATIONAL connections, **connecting** old and young, have the potential to enhance communities with improved quality of life for different age groups. Opportunities exist in organizing intergenerational community activities, programs and events where older adults can be an excellent resource for younger generations. Young and old can act as student and teacher to one another. Connecting **diverse** age groups through physical activity has the potential to enrich shared experiences and learning opportunities ⁽⁶⁾.

GNB Wellness Day, Mactaquac Provincial Park, NB
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FINDINGS

FINDINGS SUGGEST THAT NEW BRUNSWICK offers a diverse array of physical activity programs and services for older adults. Many regions and communities have offered traditional older adults activities (e.g. shuffleboard, dance) while others have created their own unique programs (e.g. Zoomers on the Go, Dusty Sneakers). However, there are no provincial standards for providing older adults with physical activity and recreational programs and activities. This includes training for those working with older adults and evaluating program accomplishments. There is a lack of awareness of existing programs and services with the need to educate older adults on local opportunities. A variety of opportunities exist including the need to explore areas of collaboration and partnerships to create healthy and supportive environments.

TYPES OF PROGRAMS AND SERVICES OFFERED:

- Shuffleboard
- Walking
- Carpet Bowling
- Tai Chi
- Pickle Ball
- Biking
- Bean Bag Toss
- Learn to Swim
- Zumba
- Skating
- Aqua Fitness
- Badminton
- Yoga
- Bridge
- Step Aerobics
- Outings/Excursions
- Dance
- Exercise/Fitness Classes
- Tennis
- Pole Walking Clinics
- Bowling
- Curling
- Socials
- Friendship Games
- Volleyball
- Horseshoes
- Washertoss
- Snowshoeing
- Gardening
- Darts
- Golden Games
- 50+ Games
- Cards

EDUCATION AND EVENTS:

- AFANB's Carrefour 50+
- Go Ahead Seniors
- Fundy Regions 50+ Friendships Games
- Golden Age Clubs
- NB Seniors Citizens Federation
- Jeux de l'acadie 50+
- 50+ Club of Douglas Avenue Christian Church
- Rendezvous Wellness 50+
- Senior Wellness Expos

A NOTE ON ACTIVITY LEVELS: Many service providers stated that low to moderate to vigorous activity levels vary by participant and that most programs allow for all three. Since older adults are an extremely heterogeneous population, fitness and ability levels are varied. For example, the same moderately intense walk may be considered a slow walk by some older adults and a brisk walk by others.



PLACES AND SPACES FOR OLDER ADULT ACTIVITY

- Church halls
- Community recreation departments
- Community halls
- Recreation centres
- Libraries
- School gymnasiums
- YMCA's
- Trails
- Municipal parks and green spaces
- Recreation facilities



DID YOU KNOW?

The World Health Organization (WHO) recommends that older adults participate in at least 150 minutes of moderate intensity aerobic physical activity every week. WHO suggests that older adults with poor mobility partake in physical activities at least 3 times per week to improve balance and prevent falls.

PROMOTION OF OLDER ADULT PHYSICAL ACTIVITY SERVICES

HOW NEW BRUNSWICK PROGRAMS ADVERTISED/ HOW DOES AN OLDER ADULT KNOW WHERE TO GO?

- Local newspapers
- Radio stations
- Seniors' Centre monthly schedule
- Community bulletin boards
- Local calendar of events
- Email
- Posters
- Word of mouth
- Contact with Regional Consultants
- Recreation Department recreation/leisure guides



Hearts in Motion Walking Club, Grand Bay-Westfield, NB
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DELIVERY AGENTS OF OLDER ADULT PHYSICAL ACTIVITY SERVICES

VOLUNTEER SECTOR AND NON-PROFIT SECTOR: In New Brunswick, the volunteer sector represents a huge delivery agent of older adults programs and services. The volunteer sector is providing community-based services to aging New Brunswickers at the grass-roots level with the support of a variety of community partners (e.g. churches, legions, hospitals, community spaces, etc). They play a key role in responding to our aging population with many of these volunteers being older adults themselves.

The non-profit and voluntary sectors, together, play essential roles in helping meet the needs of older adults in New Brunswick and have the ability to work with governments, stakeholders and partners to respond to these needs. These sectors have the potential to assist government in identifying and responding to older adults' physical activity/recreation needs and building sustainable programs, services and supports.

MUNICIPAL SECTOR: Municipal governments in New Brunswick are playing a key role in older adult physical activity through their infrastructure, programs and services. Municipalities often act as a liaison between clubs, help coordinate events/activities, provide meetings spaces and work to make programs affordable and engaging for the older adult population. They are also responsible for developing age-friendly environments (e.g. accessible facilities, infrastructure, parks/public spaces) and have definitive roles to play in meeting older adult needs. One of their primary roles is to allow New Brunswickers ease and access to programs and services while encouraging inclusivity and engagement. Municipalities can continue their involvement by identifying and responding to the needs of their older adult citizens.

PRIVATE SECTOR: The private sector works to meet the changing trends and demands of the marketplace. The private sector is especially innovative, addressing trends with new and different services. Many private programmers have advanced training standards and protocols in place. Private sector organizations in New Brunswick offer a variety of services relating to older adult recreation and physical activity.

BARRIERS OLDER ADULTS FACE IN ACCESSING PHYSICAL ACTIVITY AND RECREATION PROGRAMS AND SERVICES

Although New Brunswick has inclusive program offerings, older adults are not fully taking advantage of the physical activity and recreation programs and services offered, with 60% not meeting the recommended guidelines for physical activity. Research suggests that barriers to participation exist in relation to access, cost, awareness and ability. These barriers include:

- Lack of social support networks
- Injuries
- Lack of awareness of existing programs
- Accessibility/Transportation
- Inability to self-manage, set personal goals or reward progress
- Unawareness of programs offered/available
- Lack of facilities
- Lack of programming
- Lack of perceived skills
- Finances/cost
- Weather/winter
- Lack of enjoyment
- Lack of motivation
- Lack of qualified instructors
- Lack of knowledge of physical activity benefits

NEW BRUNSWICK CAN STRENGTHEN ITS PHYSICAL ACTIVITY AND RECREATION **DELIVERY** SYSTEMS BY ENHANCING THE **COLLABORATION** AND **COMMUNICATION** AMONG THESE PRIMARY DELIVERY AGENTS AND OTHER KEY STAKEHOLDERS IN OLDER ADULT PHYSICAL ACTIVITY.

OPPORTUNITY ▶

- ▶ Create a social forum where New Brunswick older adults can easily communicate with their peers, access local programs and services and discover volunteer opportunities within their communities. There is currently a communication gap in terms of what physical activity/recreation programs and services older adults would like to have implemented, are interested in, etc.
- ▶ Connect older adults in our province with physical activity opportunities. Creation of a provincial awareness campaign with the goal of increasing awareness among New Brunswick older adults and their support networks to let them know how and where they can be active within their communities. The awareness campaign can also work to educate older adults on the important health benefits associated with active living.
- ▶ Increase capacity building through knowledge and awareness. New Brunswick holds opportunities to build the capacity of older adults, practitioners and community leaders to increase healthy, active aging through gathering, evaluating and disseminating of active living/physical activity evidence-based resources. There are opportunities to collaborate with key stakeholders to identify provincial assets (existing programs, services, events, activities, facilities, safe walking spaces, etc) available for older adult participation.
- ▶ Connect with New Brunswick Physical Literacy. Older adults need to have a minimum level of physical literacy to gain the mobility and health-related benefits associated with participating in physical activities, such as sports, exercise, work-related activities and daily living ⁽⁷⁾ (Canadian Sport Centres, 2011). Cindy Levesque, the NB Physical Literacy Consultant is open to discuss any opportunities in this area. She can be contacted via email at nbphysicalliteracy@sportnb.com or by phone at 506-451-1341.
- ▶ Communicate Positively: Opportunities exist to develop and disseminate communication materials that can encourage older adults to overcome barriers to physical activity participation. Resources, facts, tip sheets for older adult physical activity can already be accessed through the Active Living Coalition for Older Adults.
- ▶ Connect with health promoters. Opportunities exist for health care professionals to work with older adults to make them aware of physical activity opportunities within their communities, create action plans for participation and connect them with resources.

A NOTE ON INCLUSION: A great number of physical activity programs and services offered to older adults are inclusive. Many programs are open to all ages and all abilities and the activities provided are easily adaptable. Successful programs encourage movement according to comfort and ability. Certified older adult instructors accommodate the needs and interests of individuals and groups. Activities can be modified in a variety of ways — using a chair/sitting or standing, encouraging low to moderate to vigorous intensity, changing the type of equipment or weight used, etc.

OPPORTUNITY ▶

- ▶ **AGE-FRIENDLY COMMUNITIES:** Emphasize physical activity as a key component of age-friendly communities. A key way to facilitate the inclusion of older adults is through age-friendly communities. According to the World Health Organization, age-friendly communities focus on an inclusive and accessible environment that promotes active aging. Age-friendly communities aim to help people, especially older adults, be engaged and connected to their communities. One of the goals of age-friendly communities within our province is to enable older adults to stay healthy and active. Currently, New Brunswick age-friendly communities place emphasis on areas of housing, transportation, accessibility, community support and health services. However, these groups are extremely open and receptive to incorporating physical activity and recreation priorities. Healthy aging is a continuous process of enhancing opportunities to maintain and improve social, physical and mental health, paired with independence and quality of life over the lifespan ⁽⁸⁾

DID YOU KNOW?

The Dieppe Seniors committee and the Department of Leisure and Recreational Facilities, partnered with the City of Dieppe and the Association francophone des aînés du Nouveau-Brunswick to develop an action plan on seniors wellness. The action plan follows the principles of Age-Friendly Cities and identifies priorities intended to guide the Dieppe Seniors' Committee and Dieppe's Department of Leisure and Recreational Facilities on older adult initiatives and active aging.

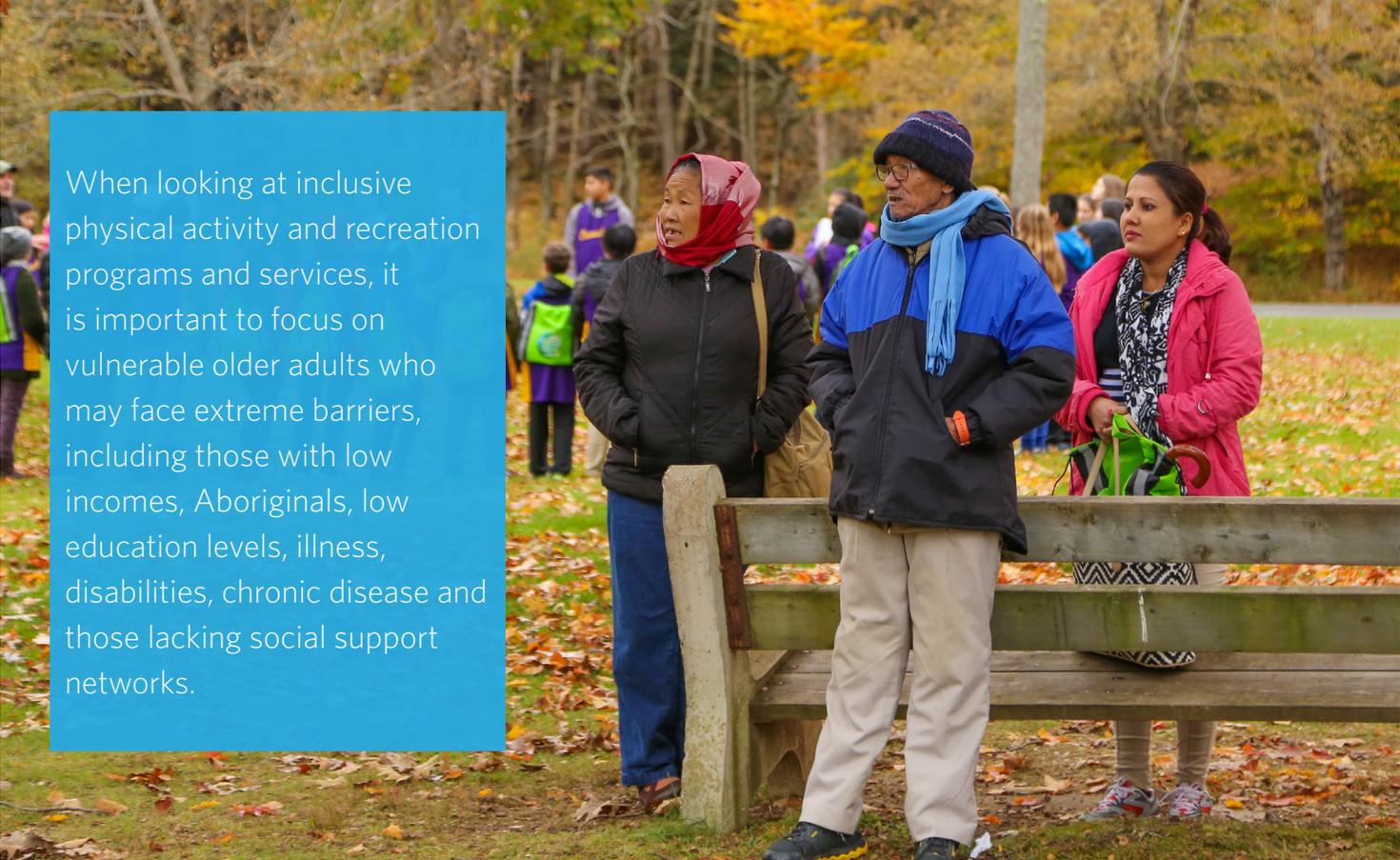
OLDER ADULT PHYSICAL ACTIVITY AND THE BUILT ENVIRONMENT

THE BUILT ENVIRONMENT. Our physical surroundings including buildings, parks, trails, road systems and infrastructure has the potential to increase older adult physical, mental and social health.⁽⁹⁾ New Brunswick's Healthy Eating Physical Activity Coalition (HEPAC)'s Built Environment working group is in the initial phases of growth and development. The multi-faceted working group is open and receptive to an older adult stream or input from those working with older adults. This involvement has the potential to impact supportive environments for older adults throughout New Brunswick.

New Brunswick has rich outdoor assets. Our province can provide older adults with recreation and physical activity by promoting outdoor experiences. Connecting older adults with nature has the potential to improve cognitive, mental, and physical health, enhance creativity and increase social behaviours. By creating walkable, safe, livable communities through the delivery of parks, trails and community gardens and by maximizing opportunities for outdoor activity, New Brunswick can nurture healthy, active aging.

For more information on HEPAC's Built Environment working group, please contact Christine Roherty via email at croherty@hsf.nb.ca or by phone at 506-634-1620.

For more information on opportunities in age-friendly built environments in New Brunswick, please view Dr. Trevor Hanson's report; Understanding Active Transportation in New Brunswick: Its role in an Age-Friendly Built Environment. <http://hepac.ca/wp-content/uploads/2015/08/Summary-Report-NBHIC-NBHRF-May-2015.pdf>



When looking at inclusive physical activity and recreation programs and services, it is important to focus on vulnerable older adults who may face extreme barriers, including those with low incomes, Aboriginals, low education levels, illness, disabilities, chronic disease and those lacking social support networks.

TRAINING FOR PROVIDERS OF OLDER ADULT PHYSICAL ACTIVITY SERVICES

New Brunswick offers an assortment of trainings for those working with older adults. Training is an important piece to think about when we consider the specialized knowledge needed to work with this unique population. This includes knowing how to increase physical activity levels gradually to avoid injury, making participation fun and en-gaging and recognizing the importance of preventative activities needed to combat falls, disease and isolation. Some organizations offer rigorous training and certifications. Others require little to no training, leaving those working hands on with older adults with little knowledge on this special population. Most fall somewhere in the middle with training opportunities being suggested, but not required.

Major gaps in the training and certification of providers of older adult physical activity programs and services exist. These include:

- Lack of training opportunities
- Lack of awareness of training opportunities
- Lack of quality standard
- Lack of certified instructors

DID YOU KNOW?

Preventative activities are one of the most effective ways to improve the health of older adults.

OPPORTUNITY ►

- Collobrate with Fitness New Brunswick. They offer certification programs with areas of focus on aerobics, yoga, strength, flexibility and personal training. Instructors also learn about dealing with injuries, falls prevention and how to adapt activities for older adults. Fitness NB holds one training per year, but has room for growth and development. Fitness NB has noted the low participation rates in their older adult program offerings and are looking to host a professional development day, in partnership with the University of New Brunswick's Faculty of Kinesiology, focusing on older adult program education and certification in April 2016. For more information on this, please contact Fitness New Brunswick's Executive Director, Marilyn Georgas via email at executivedirector@fitnessnb.ca or by phone at 506-453-1094.
- Enhance certification programs. Only a few programs in the province make use of the Canadian Society for Exercise Physiology (CSEP) certification programs. CSEP provides high quality training programs and recognizes the need and importance of physical activity and health education for those working with older adults. CSEP ensures excellence in exercise physiology, health and fitness through research and best practices. Those physical activity program providers who embrace CSEP's training opportunities have some of the most knowledgeable and safest program instructors.

INCREASING COMMUNITY CAPACITY THROUGH TRAINING: Capacity can be built through training and course offerings. The Canadian Centre for Activity and Aging promotes older adult physical activity and well-being through a variety of educational resources, community-based programs and leadership training including train-the-trainer opportunities. The Centre works at the community level to create and enhance delivery of evidence-based, hands-on programming nationally, provide exercise testing, exercise prescriptions and education/training. These trainings can increase community capacity to deliver evidence-based physical activity programs to older adults with the goal of increasing independence and overall healthy aging. A few of their programs have brought training to our Atlantic provinces and have the potential to be carried out in New Brunswick as well. Below is a sample of the types of programs available:

- Functional Fitness for Older Adults
- Home Support Exercise Program and Facilitator Training
- Restorative Care Education Training
- Seniors Fitness Instructor Course
- Balls for Strength, Balance and Flexibility
- Balls, Bands and Balance
- Functional Fitness for Falls Prevention
- Post-rehab Exercise for Stroke
- Functional Fitness for Adult Day Programs

For more information on these programs, please visit <http://www.uwo.ca/ccaa/about/index.html>.



Hearts in Motion Walking Club, Grand Bay-Westfield, NB
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INCREASING COMMUNITY CAPACITY THROUGH TRAINING

OPPORTUNITY ▶

- ▶ Create a provincial training standard and disseminate information related to appropriate physical activity programming for older adults.
- ▶ Establish credible and standardized training for instructors.
- ▶ Collaborate with the University of New Brunswick's UREC and Fitness New Brunswick to work on a provincial training standard. They are always looking to expand their programs and are interested in provincial opportunities for enhancing physical activity for older adults.
- ▶ Connect with UREC Program Coordinator and Head Trainer Alina Cress. Alina is looking to revamp the New Brunswick fitness certification programs. She has an array of experience working with older adults in physical activity settings. UREC currently offers diverse and comprehensive programs to older adults, specifically through their Silver Series. Alina has research experience, diverse partnerships within the university and access to a variety of older adults for pilot projects. Alina can be reached via email at acress@unb.ca or by phone at 453-4629.
- ▶ Develop an exercise/physical activity based training and leadership program for New Brunswick older adults.
- ▶ Collaborate with Recreation New Brunswick's HIGH FIVE® programs. Based on sector demand, Parks and Recreation Ontario have proposed to establish HIGH FIVE Silver, a new standard for older adult healthy active living programming and service delivery. This will include training for those working directly with older adults to ensure they deliver a positive quality experience. This training is unique as it goes beyond physical activity and focuses on the holistic older adult participation experience. The program will focus on knowledge and expertise on physical activity including physical literacy, mental health, healthy eating, active aging and injury prevention. Training and scientifically validated program assessments will be offered to ensure quality for older adults along with templates on proper policies for a safe and healthy environment for older adult programming. There will also be opportunities for government, researchers and users to measure investments in healthy, active living for older adults. The overall goal is to set a benchmark for excellence in older adult programming and service delivery. HIGH FIVE® plans to implement this initiative using existing systems of distribution and will be available in New Brunswick through HIGH FIVE®'s authorized provider, Recreation New Brunswick. For more information on this initiative, please contact Michelle DeCoursey via email at mdecourcey@recreationnb.ca or by phone at 459-1929.



PEER-LED PHYSICAL ACTIVITY PROGRAMS ARE ESSENTIAL FOR OPTIMAL PARTICIPATION. MANY OLDER ADULTS ARE BETTER ABLE TO **RELATE** TO THEIR PEERS AND FEEL MORE **COMFORTABLE** IN THIS TYPE OF PHYSICAL ACTIVITY SETTING.

YMCA, Fredericton, NB
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EVALUATION OF OLDER ADULT PHYSICAL ACTIVITY SERVICES

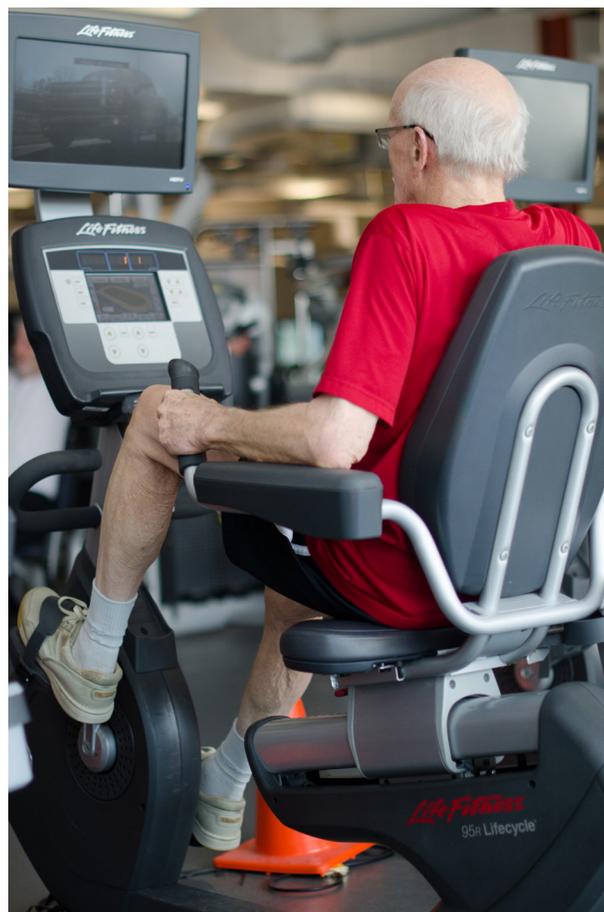
The majority of the programs and services for older adults in New Brunswick do not have any formal evaluation practices. Many service providers acknowledge the need to incorporate evaluation into older adult programs, however there are no provincial evaluation standards in place and service providers do not have the means to do so (i.e. the expertise, time or resources). A few programs assess the satisfaction of their older adult participants and look for improvements in confidence to exercise, social opportunities and class enjoyment. Others use elements of the Seniors Fitness Test to do pre and post program assessment (e.g. the Sit to Stand test and Timed Get up and Go).

OPPORTUNITY ►

- Inform provincial evaluation practices. The University of New Brunswick's Dr. Danielle Bouchard has research that focuses on aging, exercise physiology and evaluation of physical activity in older adults. She is working to help older adults recognize their activity levels (low, moderate, vigorous) through a cadence sensor. Dr. Bouchard is looking for research and areas of collaboration in older adult physical activity and health and would be an excellent resource to pursue. Dr. Bouchard can be reached via email at dboucha1@unb.ca or by phone at 506-453-3908.

BEST PRACTICES IN OLDER ADULT PHYSICAL ACTIVITY SERVICES:

- Recognize the importance of social benefits in programming
- Have a primary interest and focus on healthy aging
- Have a flexible and balanced approach
- Promote positive, safe and inclusive environments
- Minimize barriers to participation
- Incorporate cardio endurance, flexibility and balance activities
- Have trained instructors, who have the knowledge to effectively work with older adults
- Recognize the need for fun and engagement of participants
- Adapt physical activities to ability and comfort level
- Have accessible and affordable activities and programs
- Incorporate peer-led program instruction
- Focus on aerobic fitness
- Follow evaluation systems with pre and post participation testing
- Stress the significance of the mental benefits of physical activity
- Recognize that older adults are a diverse population
- Have a strength training component



YMCA, Fredericton, NB
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THE FRAMEWORK FOR RECREATION IN CANADA: Opportunities for enhancement include making use of Pathways to Well-being: A Framework for Recreation in Canada. This document holds a vision for a nation in which everyone is engaged in meaningful, accessible recreation experiences that foster individual well-being, community well-being and the well-being of our natural and built environments.

The Framework defines goals that align well with the health promotion of New Brunswick's older adults including fostering active living through physical recreation, improving inclusion and access to recreation for vulnerable populations, connecting people with nature, enhancing the delivery of supportive physical and social environments that inspire participation in recreation and build strong, caring communities. The document recognizes the need for older adult populations to be made a priority. For more information, please visit: <http://www.recreationnb.ca/resources/framework-for-recreation-in-canada-2015>

COMMUNITY RECREATION AND PHYSICAL ACTIVITY PROGRAMS ARE ONE OF THE MOST **EFFECTIVE** WAYS FOR OLDER ADULTS TO BUILD COMMUNITY CONNECTIONS.



GNB Wellness Kickoff, Odell Park, Fredericton, NB
©TERRY KELLY



THE FRAMEWORK FOR RECREATION IN CANADA

GOALS



ACTIVE LIVING



INCLUSION & ACCESS



CONNECTING PEOPLE & NATURE



SUPPORTIVE ENVIRONMENTS



RECREATION CAPACITY

PRIORITIES

- Participation throughout the life course
- Physical literacy
- Play
- Reduce sedentary behaviours

- Equitable participation for all, regardless of socioeconomic status, age, culture, race, Aboriginal status, gender, ability, sexual orientation or geographic location

- Natural spaces and places
- Comprehensive system of parks
- Public awareness and education
- Minimize negative impacts

- Provide essential spaces and places
- Use existing structures and spaces for multiple purposes
- Renew infrastructure
- Active transportation
- Partnerships in social environment
- Recreation education
- Assessment tools
- Align community initiatives

- Collaborative system
- Career development
- Advanced education
- Capacity development
- Community leadership
- Volunteers
- Knowledge development

— A —
SUCCESS
STORY

UREC

UREC'S SILVER SERIES programs are designed to support older adults to improve and maintain a healthy, active lifestyle, while also addressing special conditions. These programs offer participants high quality programs with innovative program instructors. The following is a look at their comprehensive offerings:

Happy Hearts focuses on cardiovascular fitness, strength training and yoga classes while providing older adult participants with opportunities to improve and maintain their health.

Body and Bones consists of a three day per week progressive program that includes resistance exercises and functional training. Day one and two will consist of full-body strengthening exercises and core conditioning, using body weight, light handheld weights, stability balls and elastic bands. Day three will focus more on balance and flexibility work. In-depth pre and post fitness testing is completed and used as an objective measurement for improvement.

In previous programs, Body and Bones conditioning participants saw an increase in grip strength, lower body strength, range of motion of the hips and shoulders, and improved balance. These findings have strong correlations to the maintenance of an independent lifestyle and the prevention of a functional decline. Upon completion of the program, past participants also recorded an increase in quality of life. The Body & Bones program is adapted to meet the needs of each participant in a non-intimidating and encouraging environment.

The A.X.O.N. program is a twelve week, twice per week progressive program designed for those who are experiencing physical complications due to a neurological condition. Each day will include exercises that will help to build and/or maintain upper and lower body strength as well as balance. All exercises are led by Canadian Society of Exercise Physiology certified staff. Pre and post testing is completed and is used as an objective measurement for improvement.

The A.X.O.N. program is adapted to meet the needs of each participants in a non-intimidating and encouraging environment. In order to be accepted into A.X.O.N. Participants must be able to walk (with or without a walking aid), have the ability to verbally communicate, and have appropriate endurance to exercise at a light to moderate level for one hour.

The Apex cardiac program is a twice per week progressive program designed for those that have completed the Woodbridge Cardiac Rehabilitation program. The Apex cardiac program is designed to give the participant a place to safely participate in physical activity with certified professional staff on hand. Each day will include cardiovascular exercises along with strength training exercises. All exercises are led by Canadian Society for Exercise Physiology (CSEP) Certified Exercise Physiologist (CEP) and a CSEP Certified Personal Trainer (CPT). Pre and post program testing is completed and is used as an objective measure for improvement throughout the program.

Apex cardiac program is designed to be a progressive program that builds on the Woodbridge Cardiac Rehabilitation Program. In order for a participant to be accepted into the program they must have completed the Woodbridge Rehabilitation program without having a cardiac incident since completion. Participants must be able to complete light to moderate exercise for approximately 60 minutes twice per week.

UREC's Pilates programs are designed for older adults with the philosophy "to move well is to age well." The class focuses on spine, bone and joint health while enhancing strength, flexibility, stamina, concentration, posture and balance. Participants will also increase physical confidence, mind-body connection and ability to perform daily activities.

For more information on the Silver Series, please contact Alina Cress via email at acress@unb.ca or by phone at 506-453-4629.

— A —
SUCCESS
STORY

FOLKS ON SPOKES

FOLKS ON SPOKES is a bicycle group for older adults (50+) that began in 2000 with a small groups of cyclists under the leadership of local physical activity champion, Lois MacDougall. Folks on Spokes has flourished with high participation numbers and weekly outings (twice in July and August) from May to October. The group meets at the Fredericton Trail Visitor Centre and travels 40-50 kilometers each trip with some members committing to a partial route. Folks on Spokes travels all over the province including to the Kingston Peninsula, Saint John, Gagetown, Grand Bay, Fredericton and the Northumberland Strait. Recently, the group has gone beyond just biking; participating in weekly skating and ski excursions during the winter months.

Folks on Spokes has gone beyond physical activity participation and created a supportive community amongst themselves. In 2014, the members participated in a welcome lunch to kick off the bike season and a farewell to the bike season turkey dinner; both at Gibson Memorial United Church. The group has also donated funds for bike helmets for children in need in partnership with Capital City Cycles.

For more information on Folks on Spokes, contact Ruth Baird at ruth.baird@rogers.com

— A —
SUCCESS
STORY

PAQUETVILLE EN ACTION WALKING CLUB

THE PAQUETVILLE EN ACTION WALKING CLUB began with 10 dedicated participants, all of whom remain active and engaged, and has been operating for over 10 years. The club focuses on physical activity/being in good physical condition, enhancing social interaction and reducing financial barriers to participation. The instructor aims to motivate participants to be physically active in a manner consistent with their age and abilities while raising awareness and interest regarding the joys and benefits of physical activity. The program encourages intergenerational interactions where the older adults and children in the community have the opportunity to participate in activities together. Much of the program's success is due to their champion instructor, Jean-Claude Thériault. Today, approximately 50 to 60 older adults take part in activity three times per week. Members of the group see great value in their participation in the club activities and have even had a local physician recommend the program. The participants inspire the club to keep going.

— A —
SUCCESS
STORY

ZOOMERS ON THE GO

NEW BRUNSWICK'S OWN ZOOMERS ON THE GO, a community-based health promotion initiative, was developed after consulting with seniors. After conducting focus groups, a survey and conversing with partners, it was found that New Brunswick Seniors were looking for opportunities to exercise and improve their overall health. Barriers to physical activity participation included cost, accessibility/transportation and anxiety to attend in a gym setting. Seniors also mentioned that they wanted to stay within their own community to exercise and would appreciate participating in physical activity with someone within their age group.

Based on this research, Zoomers was created in the greater Saint John area. Classes are offered at no cost and are led by volunteer senior (50+) fitness leaders. Zoomers on the Go is easily adaptable for different levels of fitness and can be performed sitting or standing. The program has had huge success with over 300 participants registered in over 10 locations. In order to participate, seniors must complete a brief assessment to ensure they are able to safely take part in the program, their basic fitness level is assessed and yearly reassessments are completed.

Zoomers has received so much positive feedback from participants and have requests for more regular participation (currently once a week). However, the programs are full and do not currently have the capacity to offer more. Zoomers has the potential to be replicated in other areas in the province and currently has interest in various regions.

For more information on Zoomers, please contact Lynn Fletcher from St. Joseph's Community Health Centre via email at Lynn.Fletcher@HorizonNB.ca or by phone at 506-632-5537.

— A —
SUCCESS
STORY

DUSTY SNEAKERS

DUSTY SNEAKERS is low impact exercise opportunity for seniors. It focuses on cardio activity, weights and flexibility and has been going on in the Bathurst area since 2004. Participants simply need comfortable clothing, a solid pair of sneakers and chairs are supplied if needed. The program is very successful and with the participation rates continuously increasing (around 75-80 participants). Dusty Sneakers has had such success that surrounding communities are implementing the program. The program owes much of its success to Mrs. Gail Kaye, who started the group in 2004. Gail offers the program three times a week to a classroom full of older adult participants. Participants pay a minimal fee of 25 cents a session, which Mrs. Kaye saves to organize day trips and outings for the older adults, providing them with not only physical fitness, but also with social and recreational activities and opportunities.

For more information on Dusty Sneakers, please contact Joanne Russell via email at Joanne.Russell2@gnb.ca or by phone at 506-547-2478.

— A —
SUCCESS
STORY

AGELESS GRACE

AGELESS GRACE, offered in the Miramichi region, focuses on exercise tools that promote lifelong comfort and ease. Emphasis is on the “Three R’s”; the ability to respond, react and recover efficiently and safely. Ageless Grace’s tools emphasize anti-aging through confidence, playfulness, joint mobility, spinal flexibility, balance, fall prevention, self-esteem, cognitive function, bone density, kinesthetic learning, right-left brain coordination and spinal flexibility. These exercises, based on everyday movements that are natural and organic, focus on the healthy longevity of the body and mind. Miramichi’s own Trudy Boyce offers the Ageless Grace program to older adults.

For more information, please contact Trudy via email at forwardmove.2@gmail.com or visit <http://agelessgrace.com>.

— A —
SUCCESS
STORY

STEPPING STONE SENIOR CENTRE

THE STEPPING STONE SENIOR CENTRE at 15 Saunders Street is open Monday to Friday 9 am to 4 pm and some evenings depending on activity. The centre offers older adults friendly, affordable and accessible programs and services that enhance quality of life, and provide opportunities to learn new things and share experience and talents. It places emphasis on healthy minds and healthy bodies. It is a place for older adults to socialize and to meet others for coffee, tea and good company. A monthly events calendar is available. Membership is \$20 per year (Jan-Dec). The main areas of focus are on arts/culture/music, physical fitness, socialization, mental fitness and cards/games. They offer activity programs such as belly dancing, line dancing, walking, Tai Chi, Pilates, offer a post-workout Victorian Order of Nurses foot clinic and hold summer games. Below is a sample calendar:

MONDAYS — Writers Group, Seated Tai Chi, Yoga, 45's Euchre Crib and Drop-In Bridge

TUESDAYS — Dance Fit, Stepping Stone Troubadours, Cryptic Crosswords, Bridge Lessons, Belly Dancing and Drop in Darts

WEDNESDAYS — Line Dancing, Pilates, Blake Series, French Circle, Acting Up Theatre, Outreach Program and Duplicate Bridge

THURSDAYS — Dance Fit, SS Singers, Ukulele Lessons, Guitar Lessons and the Craft Group

FRIDAYS — Coffee and Conversation, Pilates, 45's Euchre Crib, Harmonica, Monthly Potluck and Drop in Bridge

For more information on Stepping Stone, please contact them by phone at 506-450-7849 or visit their website at www.steppingstoneseniorcentre.com.

— A —
SUCCESS
STORY

CARREFOUR 50+

CARREFOUR 50+ is a key initiative of l'Association francophone des aînés du Nouveau-Brunswick. Carrefour connects francophone older adults to their communities through prevention practices and promotion of health. The initiative provides older adults with interactive, socio-cultural wellness programming. Carrefour 50+ gives francophone older adults opportunities to develop new friendships and lasting relationships while creating a sense of belonging. Programs focus on physical, cultural and artistic pursuits. Older adults also participate in regular outings/excursions and are connected to a variety of volunteer opportunities. Carrefour pays particular attention to the importance of intergenerational programming to enhance older adult connections within their communities.

For more information on l'Association francophone des aînés du Nouveau-Brunswick programs for francophone older adults, including Carrefour 50+, please contact Jean Luc Belanger via email at magikjlb@bellaliant.net or by phone at 506-389-3218.



GNB Wellness Kickoff, Odell Park, Fredericton, NB
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GNB Wellness Day, Mactaquac Provincial Park, NB
©TERRY KELLY

SOCIAL SUPPORT FROM **FAMILY, FRIENDS** AND **COMMUNITIES** HAS BEEN CONSISTENTLY AND **POSITIVELY** LINKED TO REGULAR PHYSICAL ACTIVITY PARTICIPATION.

CONCLUSION

SEVERAL KEY THEMES EMERGED FROM THIS PRELIMINARY SCAN of older adult physical activity services. These include gaps in training and evaluation practices, a lack of awareness of existing opportunities and insufficient provincial collaboration. These needs open up an array of rich opportunities for enhanced physical activity and recreation programs and services. Through collaborative efforts, key stakeholders who share a mandate to enhance the wellness of older adults can work together to reduce barriers and expand possibilities. Support systems are needed for older adults to age actively, enjoy good health, be involved in their communities and maintain independence. Opportunities exist to strengthen training and evaluation, build awareness, implement guidelines, develop innovative programming, enhance community connections and build healthy and supportive environments for older adults.

Once we collectively identify the priorities for our province's older adult population, we can create meaningful participation in affordable, accessible community activities that enable older adults to foster wellness. Community-based recreation and physical activity programming has the potential to prevent injury, disease and isolation while encouraging healthy, active aging. Learning how to effectively and collectively promote, support and encourage physical activity in older adults is essential to the health and wellness of all New Brunswickers.

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OTHER GUIDING DOCUMENTS:

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<http://cbpp-pcpe.phac-aspc.gc.ca/public-health-topics/injuries/>

http://www.who.int/dietphysicalactivity/factsheet_olderadults/en/

INFORMATION FOR THIS PRELIMINARY SCAN WAS GATHERED FROM REPRESENTATIVES OF NEW BRUNSWICK ORGANIZATIONS AND MUNICIPALITIES INCLUDING:

Ability New Brunswick
Age Friendly Communities
Ageless Grace
Association francophone des aînés du Nouveau-Brunswick (AFANB)
Canadian Parks and Recreation Association (CPRA)
City of Bathurst
City of Fredericton
City of Miramichi
City of Moncton
City of Saint John
Dusty Sneakers
Fitness New Brunswick
Folks on Spokes
Fredericton YMCA
Go Ahead Seniors
Heart and Stroke Foundation of New Brunswick
HEPAC's Built Environment Working Group
HEPAC's Physical Activity Working Group
HIGH FIVE® National
New Brunswick Medical Society
New Brunswick Older Adults
New Brunswick Regional Wellness Consultants
Para New Brunswick
ParticipACTION
Physical Literacy New Brunswick
Recreation New Brunswick
Self-Sufficient Seniors
St. Joseph's Community Health Centre
Stepping Stone Senior Centre
Town of Grand-Bay Westfield
Town of Nackawic
Town of Oromocto
Town of Quispamsis
Town of Riverview
Town of Rothesay
Town of Sackville
University of New Brunswick's Faculty of Kinesiology
UREC
Village of Dorchester
Village of Gagetown
Village of Perth-Andover
Village of Sussex
Zoomers on the Go