

Getting Older People Off the Couch

Enabling over-50s to access strength
training programs through partnerships



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The logo for "Strength for life 50+" consists of three stacked rectangular blocks. The top block is black. The middle block is orange and contains the word "STRENGTH" in bold, black, uppercase letters. The bottom block is black and contains the words "for life" in white, lowercase letters, followed by "50+" in white, uppercase letters.

STRENGTH
for life 50+

Older People and Physical Activity

- **Importance of Physical Activity in Ageing**
- **Benefits and suitability of Strength Training for over- 50s**
- **Lack of accessible opportunities**
- **Resources (idle) in the community**

Strength for Life

- Aims and criteria
- Developments to date
 - 30 Providers across SA
 - 2100+ Participants (avg. age 65 years)
 - Links with health/aged care sector
- Fitness venues viewed as Partners



Benefits for Providers

- **Untapped market – projected growth**
- **Use of facilities during downtime**
- **New income stream**
- **Increased exposure of facilities**
- **Enhanced public relations**

Increasing Participation

- **Removing Barriers**
 - Accreditation criteria
 - Consumer Feedback
- **Promotion and Education**
 - Promotional material and placement
 - Presentations
- **Referral Pathways**

Referrals

- Health/medical practitioners often identify over-50s 'at risk'
- Rehabilitation Centres need to 'graduate' clients to community-based programs.
- The referral system allows over-50s to effectively transition to SFL programs.

Fitness and Health Sector Partnerships

- **Fitness instructors encouraged to seek 'expert' advice**
- **Collaboration provides better long term health outcomes for older client**
- **Ongoing learning improves capacity of fitness industry.**

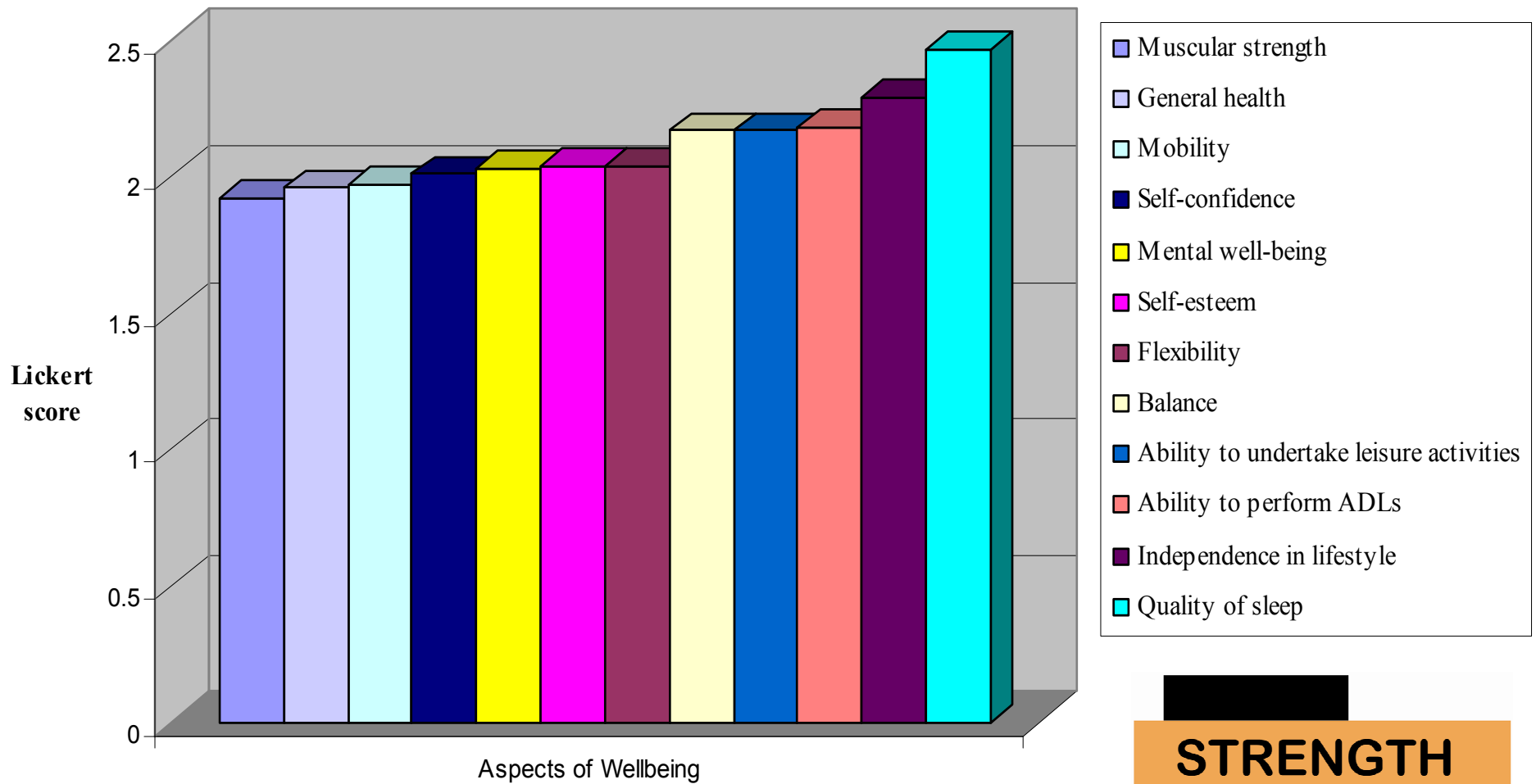
Participant Survey Results

- **Approx. 75% of all participants reported a moderate to significant improvement in strength and mobility**
- **62% indicated feeling less apprehensive about falling**
- **20% of participants' GP's noted an improvement to health**

Participant Survey

- **20% reported a specific improvement to mental wellbeing**
- **66% felt socialisation is an important part of the program**
- **Higher attendance rates – greater degree of improvement**
- **No major negative outcomes**

Improvements noted by SFL Participants



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Conclusion

- **Strength for Life utilises community resources to improve access to quality strength training programs for over-50s.**
- **Participants enter the program from multiple pathways.**
- **The program is proving effective at improving the wellbeing of over-50s.**

VICTORIA ROBERTS



"I dreamt we lived twice as long but there was no strawberry jam."