

COTA

For older Australians



Critical Messages that Motivate Older People to Live Longer and Stronger

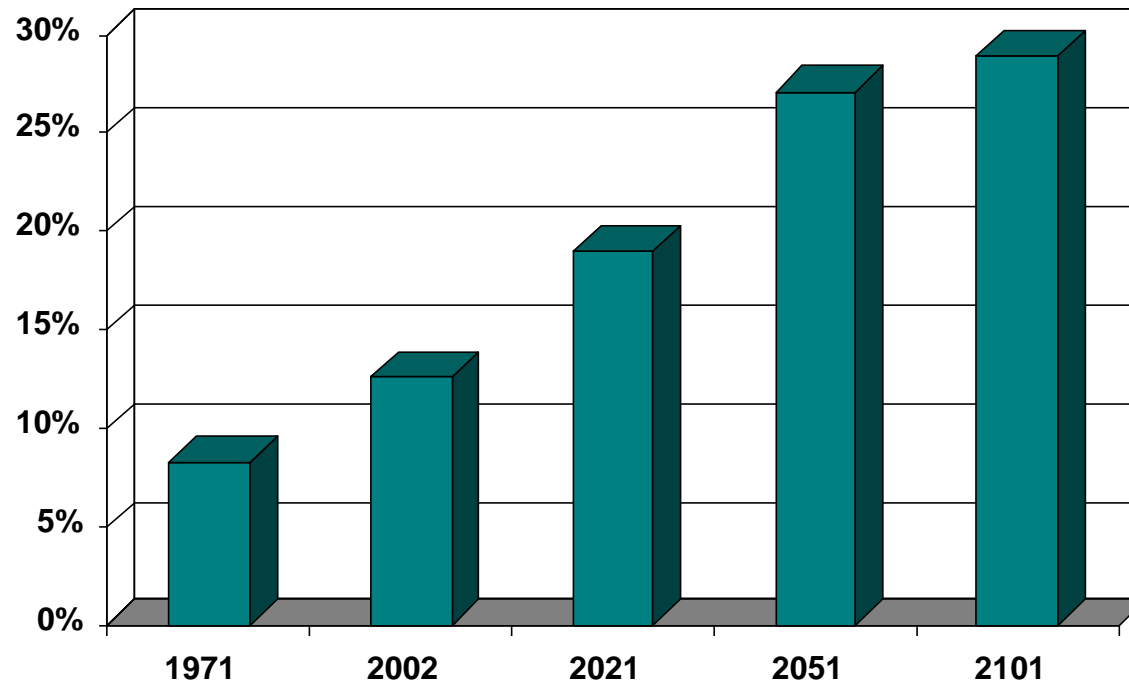
VAAP conference

29th August 2019

Michelle (Mish) Wright

mwright@cotavic.org.au

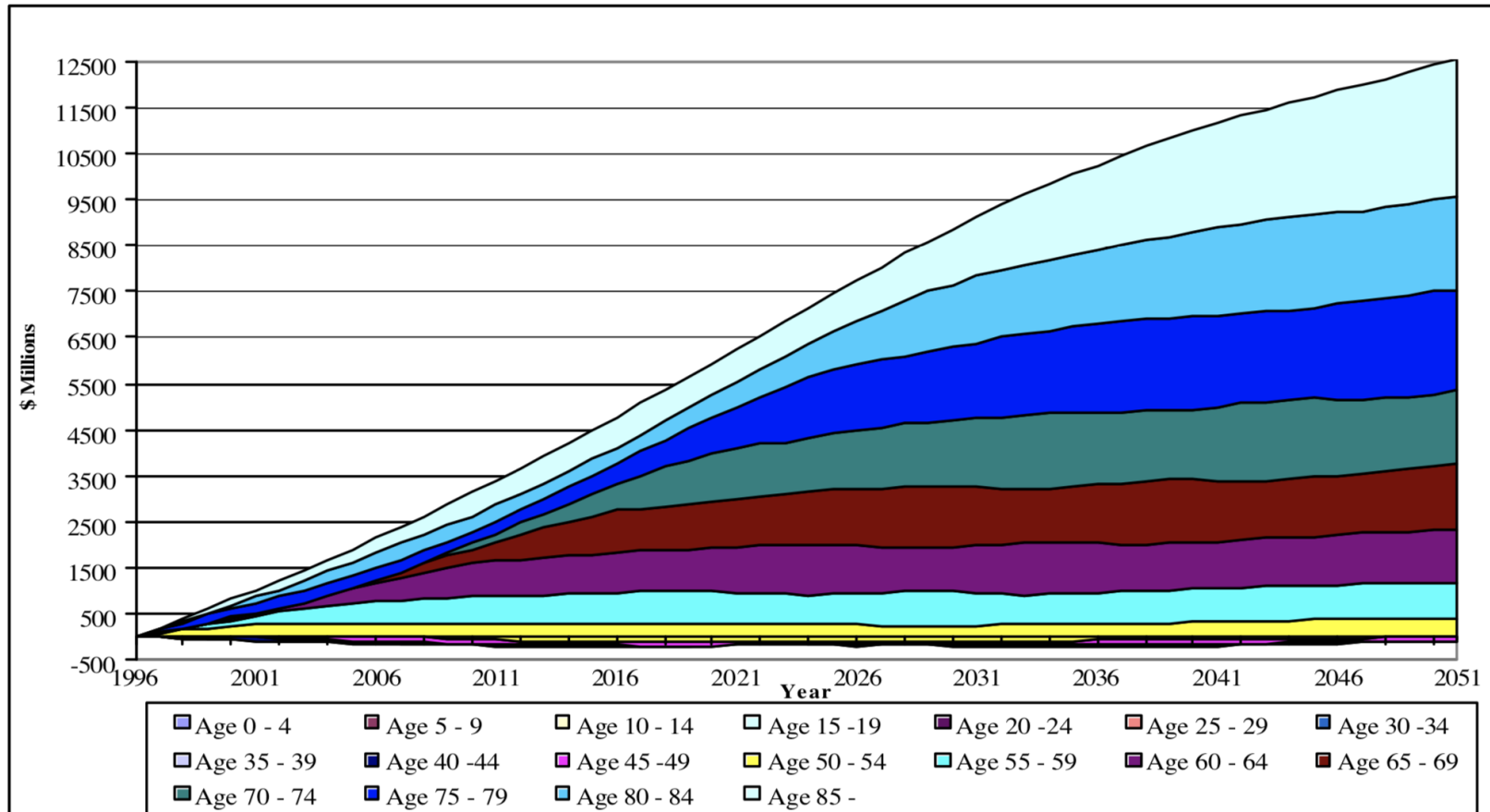
Expected Percentage of Population Over the Age of 65



“Given the size of the Australian population as it is today, if its demographic composition were the same as it is projected to be in 2051 then, very nearly, an extra \$17.07 billion in today’s dollars would be needed to maintain the same level and quality of the three health services as they exist today.”

The Ageing Australian Population and Future Health Costs: 1996-2051,
was written by Clive Cooper and Philip Hagan

Figure 45 Differential Population Projection - All Costs by Age Group



... and one solution

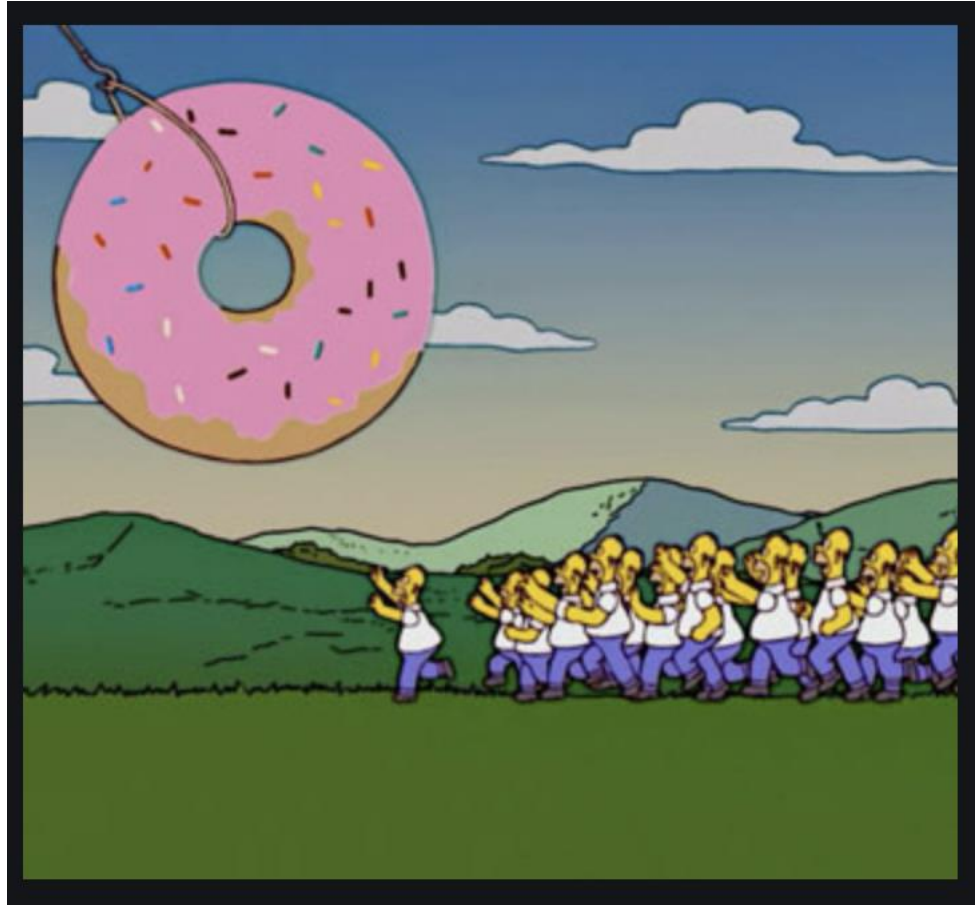
- **Research has shown that progressive strength training:**
 - Improves management of type 2 diabetes (International Diabetes Institute)
 - At high intensity, reduces arthritis pain by 43%, improves physical function by 44% and improved strength by 71% (Tufts University, USA)
 - Improves osteoporosis and bone density (Dr Miriam Nelson)
 - Over a 12 week program enabled 90-96 yr olds in residential care to gain muscle mass and triple their strength (Dr Maria Fiatorone)
 - Has had proven positive impact on hypertension & CHD, cancer, falls, obesity and sleep problems
 - Improves clinical depression in older people (Dr Nalin Singh)





Even though Medical Professionals are more likely to ‘prescribe’ exercise:

- Most older people (about 70 to 85% don’t meet physical activity recommendations
- Less than 15% of older adults undertake regular strength training

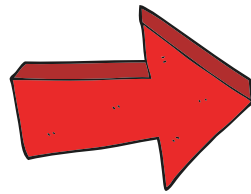


1. The Power of YOUR Language

2. The Power of YOUR People

3. The Power of Word of Mouth





It takes around 18 years for proven research to be widely accepted "on the street"

(the same is for mis-information ☹)



1. The Power of YOUR Language

**I DON'T THINK WE CAN
UNDERESTIMATE THE
POWER OF LANGUAGE.**

Carol Bruess





COTA Victoria



When our older client hears “Strength Training”

- Young people
- Fitness buffs
- A masculine thing – Women not wanting “bulging” muscles
- Painful – “NO pain, NO gain!”
- Isn’t walking enough?
- Gym based
- Supplements

What messages do we want our older client to hear regarding strength training?

- Strength training is particularly beneficial for older adults
- Instead of bulging muscles – think strong muscles and strong bones
- It does not have to be painful to experience the benefit of strength training
- Walking does nothing for our upper body strength
- Weight training can happen in many places – what is most effective is an individualized program
- Strength training is lifestyle medicine and can keep you doing the things you love doing

before you speak

T H I N K

T *is it Truthful*

H *is it Helpful*

I *is it Inspiring*

N **IS IT NECESSARY**

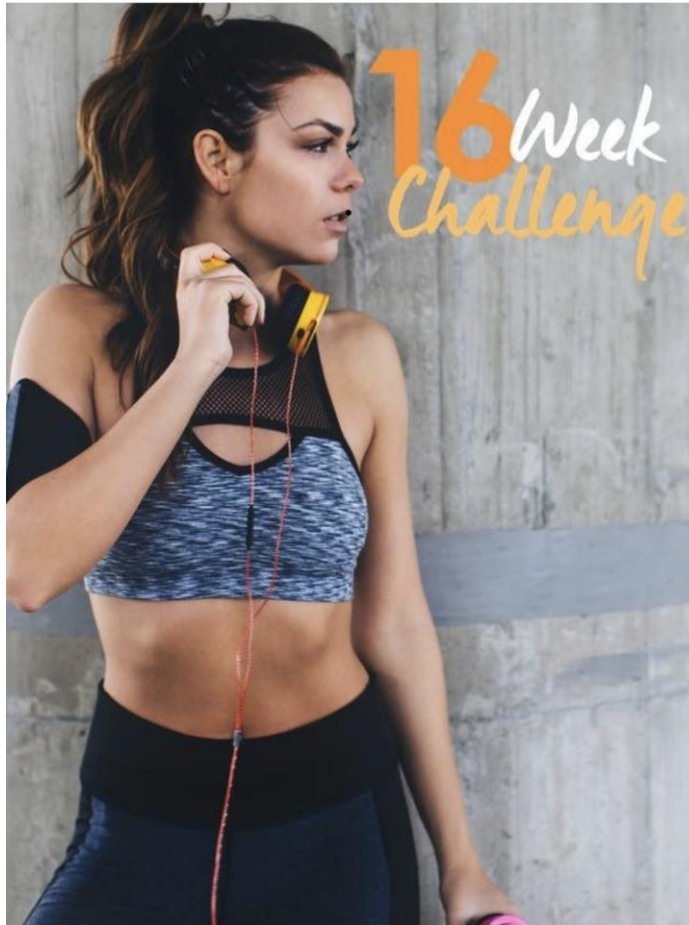
K **is it Kind**

🔥 Just 16 Weeks to a Sports Model...🔥

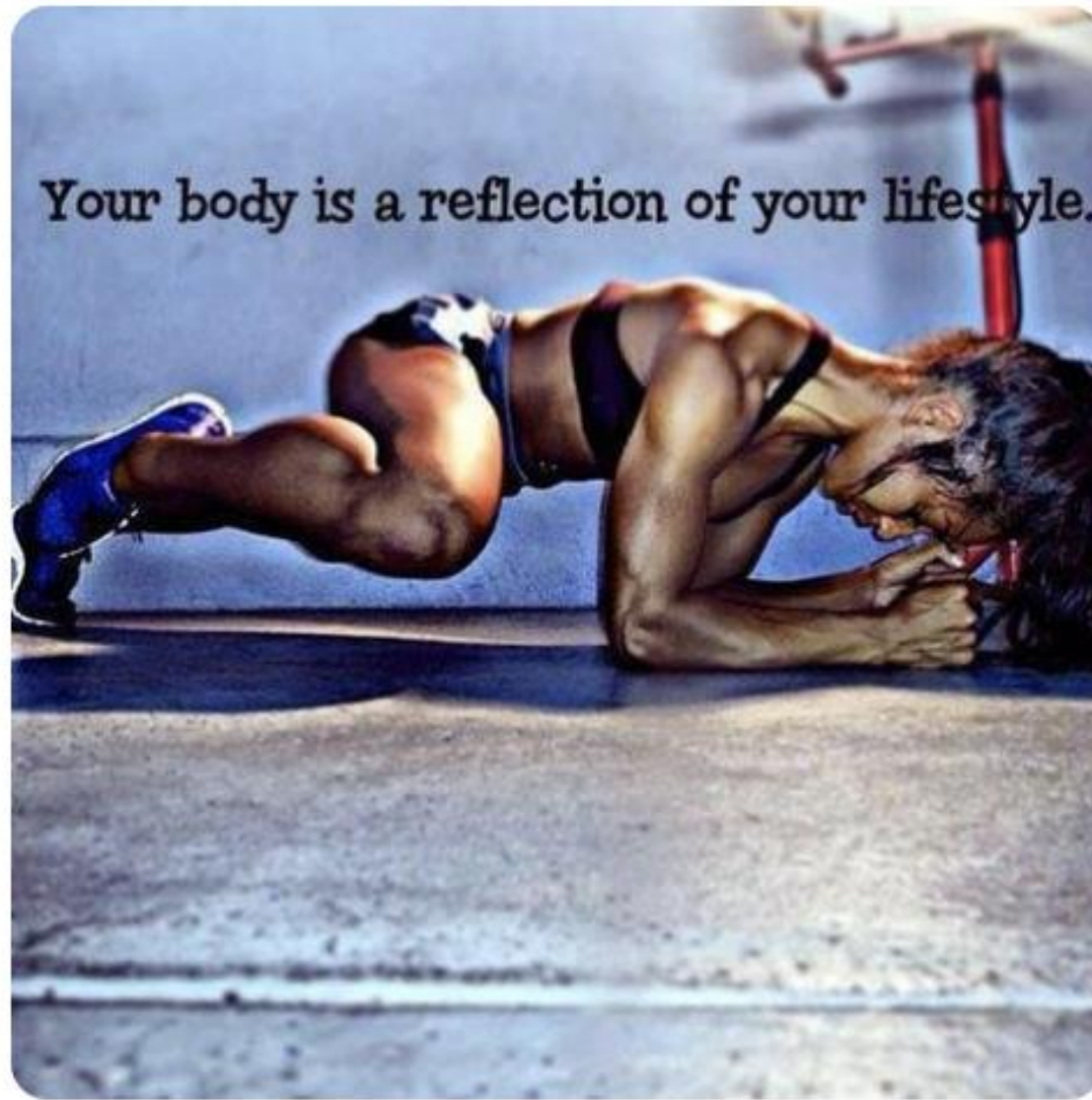
<https://join.rbtgyms.com/S-AirportWest-16Weeks-Ladies>

As you walk past the mirror you catch a glimpse and things just aren't exactly w... Continue reading

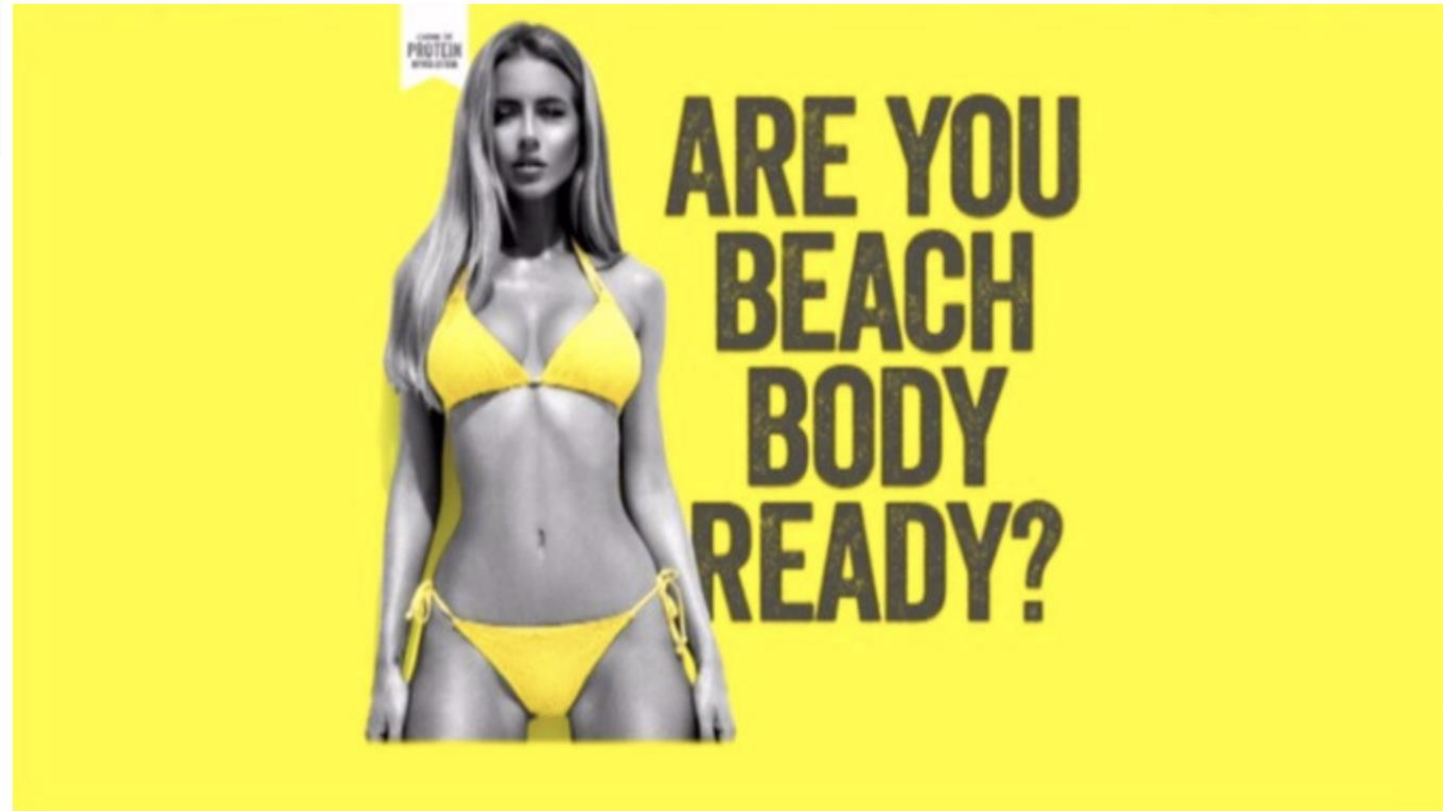
Truthful

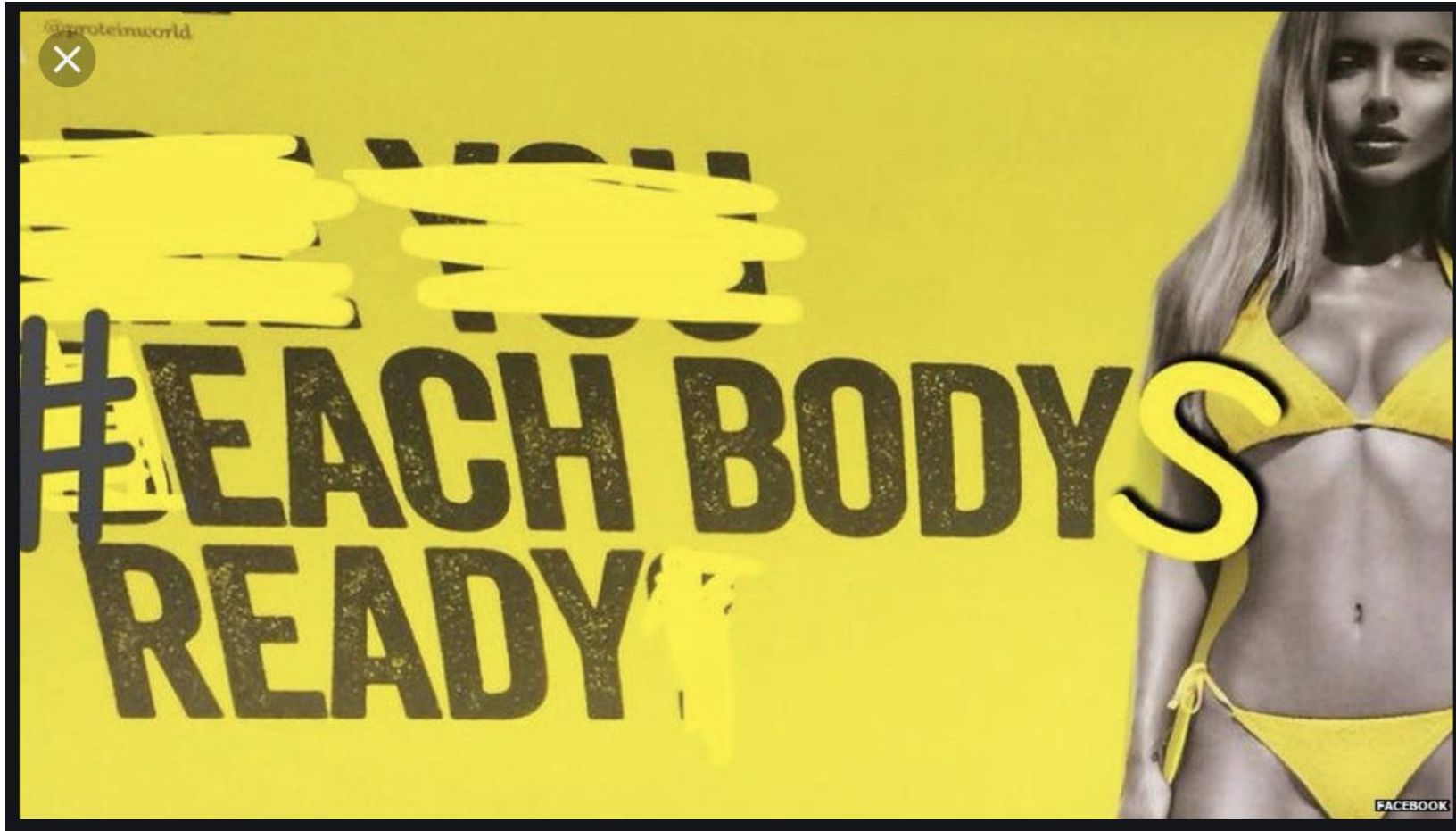


Helpful



Inspiring







5VE

ARE YOU
EACH BODY
READY?

THE
IGHT LOSS
LLECTION™

CEMENT & SUPPLEMENTS

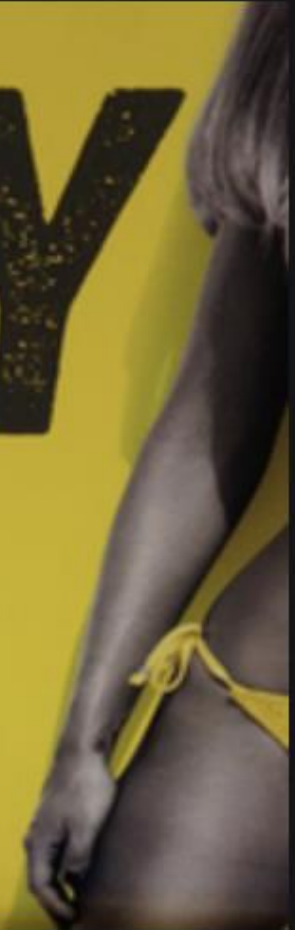
IT AVAILABLE ONLINE AT
NORLD.COM



BODY

?

*Is my body is
on a beach, then
it is ready.
Thank you very much.*



COTA Victoria

ARE YOU BEACH BODY READY?

FUCK OFF

THE WEIGHT LOSS COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

Contains two delicious flavors. No artificial colors or preservatives.

Contains Green Tea Extract and Capsaicin Powder.

THE SLENDER BLEND

Protein World

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

LOSE 25lb in my first week using @ProteinWorld's Slender Blend and working hard in the gym. #ProteinWorld #loseweight #fitness #diet #workout





**WE'RE
BEACH BODY
READY**

Three years on: a little reminder.

BeachBodyReady2018.com

navabi

navabi we believe you're beach body ready just the way you are. Enjoy your life. Love your body.



NECESSARY



ANYTIME FITNESS RESPONDS OVER SUNSHINE COAST GYM'S 'FAT SHAMING' MESSAGE BOARD

Kind



JULY 19, 2019

Group Activity:

Leave the paper on table FACE DOWN

Step 1: Go around the table and introduce yourself:

- Name
- Place of work & location
- Role

Step 2: Turn the paper over and discuss and decide which fitness / Strength training adverts adhere to the 100% THINK matrix.
If they don't – why not?



before you speak

T H I N K

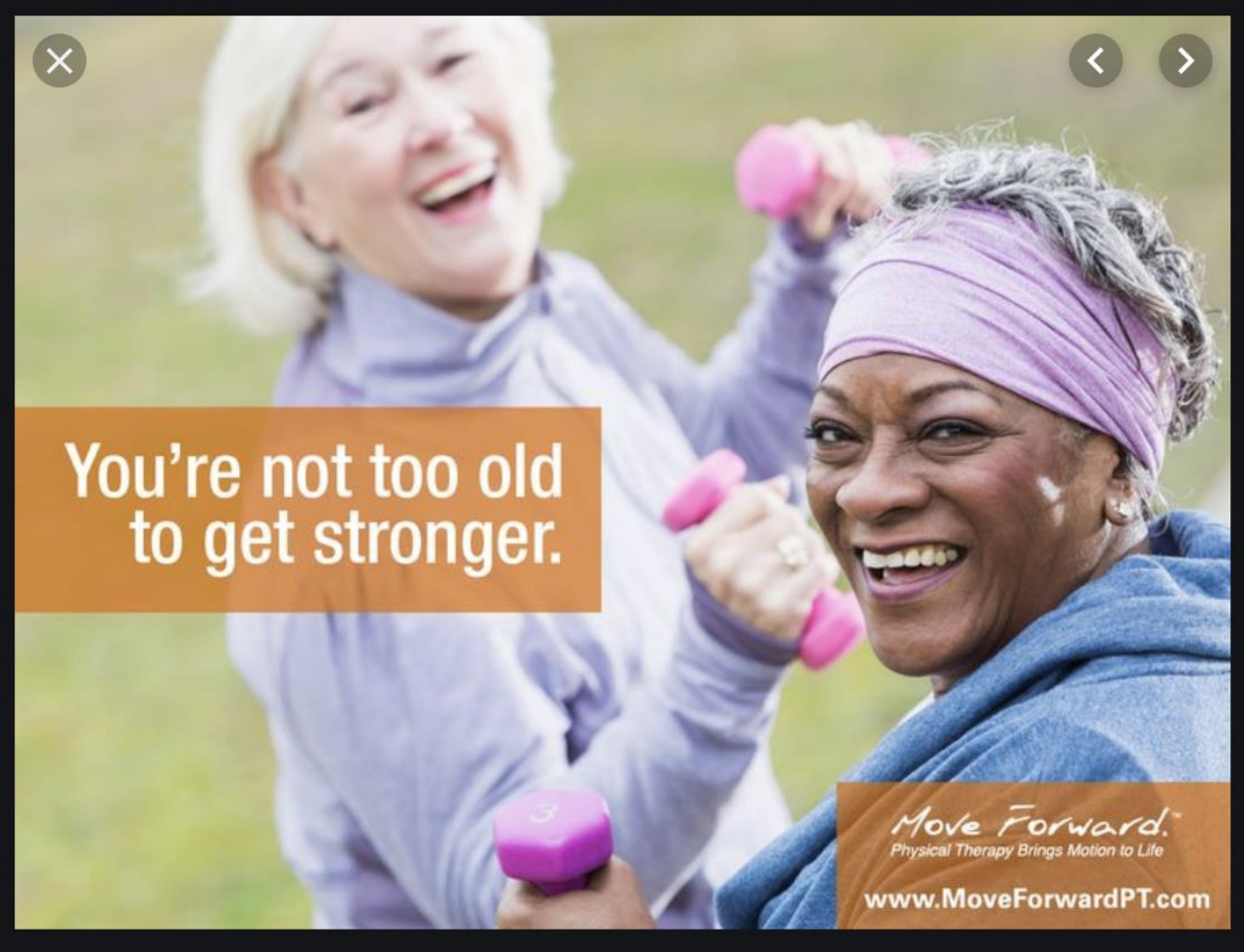
T *is it Truthful*

H *is it Helpful*

I *is it Inspiring*

N **IS IT NECESSARY**

K **is it Kind**





IS THIS YOU? DO SOMETHING

1 in 5 Deaths are linked to excess of weight

Talk to your doctor
or give us a Call dialing 311
and start to live more&better today

MIKE JOHNSON
405 POUNDS
TYPE 2 DIABETES
HIGH BLOOD PRESSURE
HEART FAILURE

NYC
Health

LIVING
LONGER
LIVING
STRONGER™
COTA

COTA Victoria

Stay fit and Slim

Every woman wants to look better,
to feel better in the year ahead.
Slenderness is the way to health,
beauty and fitness. A couple of
grammes of amphetamine sulphate
taken daily enables you to 'slim while
you do the housework' - surely and
safely.

This magic powder does more than
disperse unwanted fat: it purifies and
enriches the blood, it tones up the
entire system and makes you feel
better in health in every way. It even
gives you the energy to carry on
working throughout the night.

So start taking amphetamines today
and make sure of looking and feeling
your best in 1940.



By taking
Amphetamine



Geri-Fit[®]
since 1994

The first workout with weights for older adults

Geri-Fit[®] is a 45-minute strength training exercise program for older adults that's performed seated in chairs with a set of 2-pound dumbbells.

There's no dancing, floorwork or choreography to learn. It's an ideal group fitness program for health clubs, physical therapy clinics, yoga studios, and senior centers that are looking to incorporate senior adult exercise programming.

Individual Licenses and territories available.

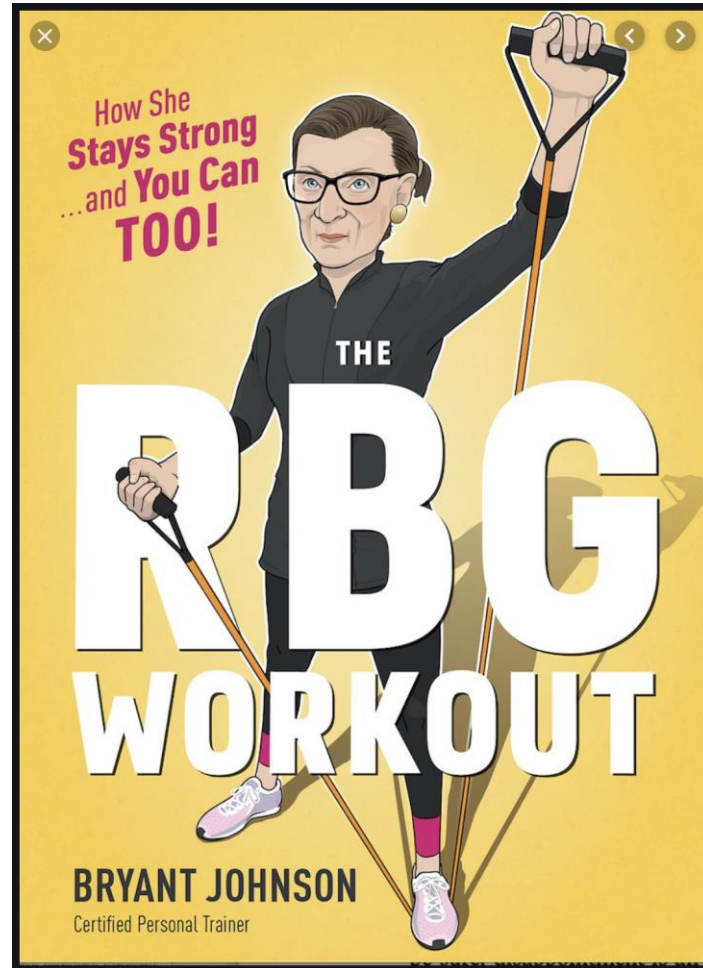
GERI-FIT
WWW.GERIFIT.COM

For more information, visit our Trademark / Licensing page at **GERIFIT.com** or call **1-888-GERI-FIT** or email us info@gerifit.com



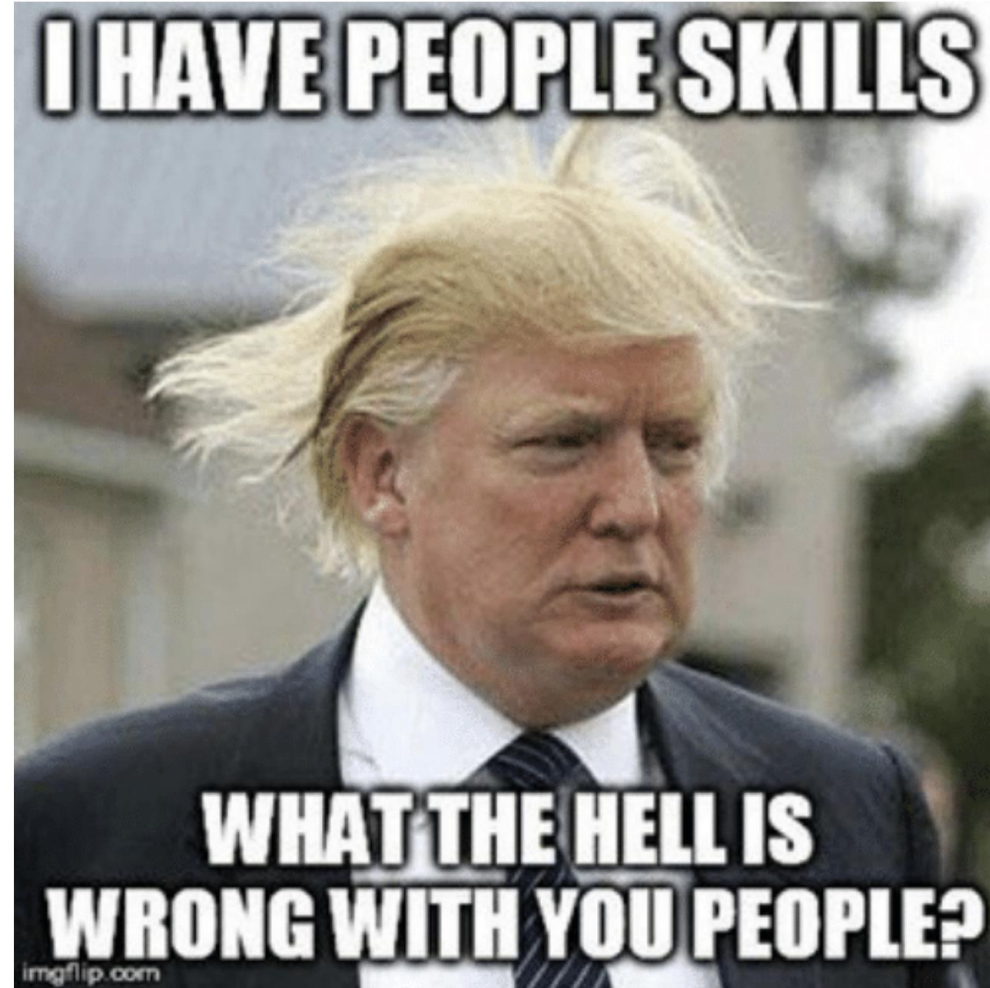


COTA Victoria





2. The Power of YOUR People





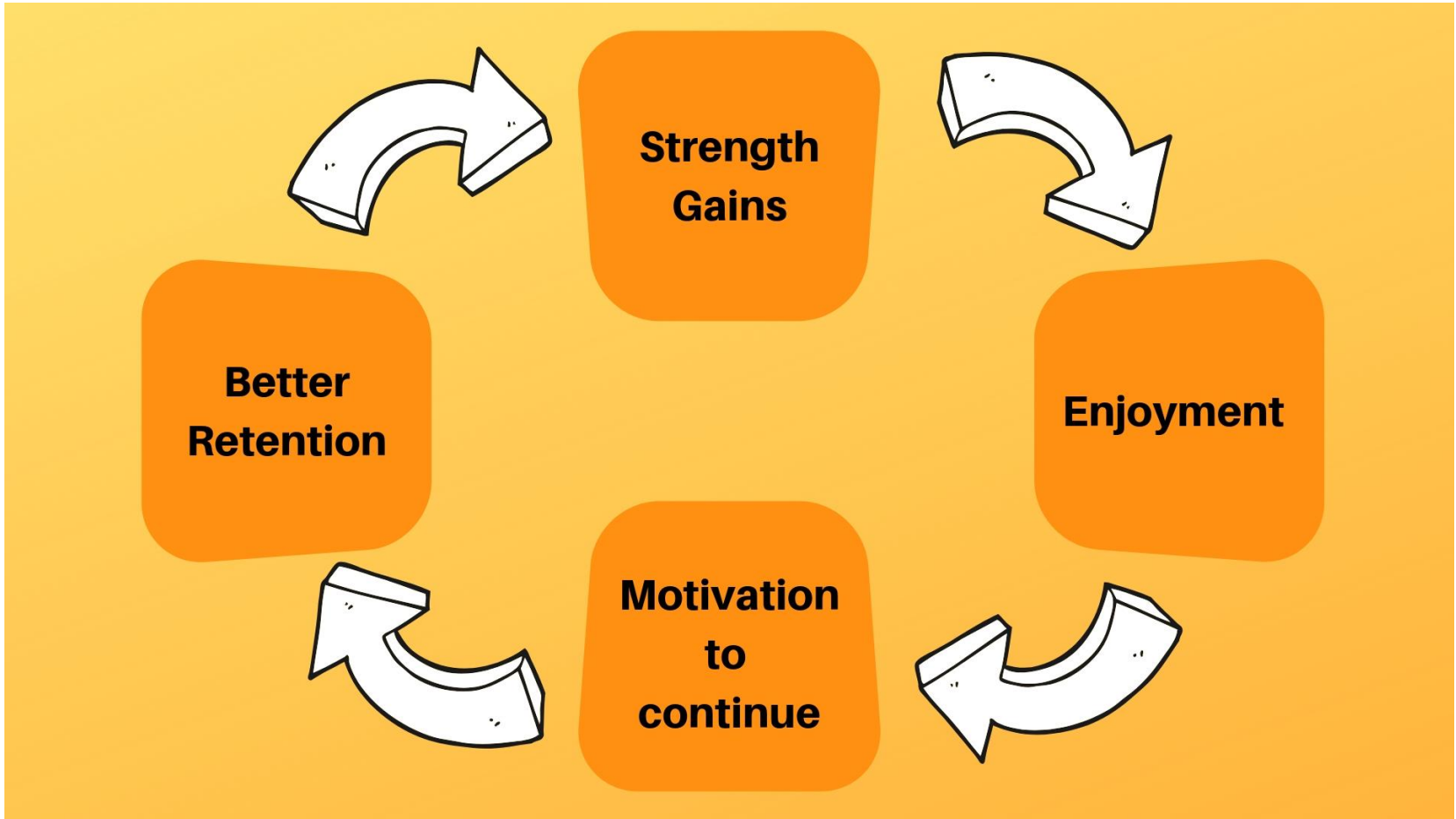
COTA Victoria

According to Sandra – these things keep her attending:

- Local and convenient to walk to
- Friendly welcome staff
- Ability to make friends
- Feedback is given respectfully and is encouraging

Disha from Caulfield Community Health:





AGE-FRIENDLY BUSINESS

CHECKLIST

The following checklist provides a general template to assess your business's age-friendliness. There are five Sections in this checklist: Outside, Safety, Comfort, Visibility and Respect.

Each item is assessed using the following system:

Assessment	Score
Excellent / Occurs all the time	4
Good / Occurs most of the time	3
Fair / Occurs some of the time	2
Needs Work / Rarely occurs	1
Does Not Apply	N/A

For each section, calculate your Section Score by dividing your total score by the number of items that applied to your business:

Total score (Total) ÷ Number of items that applied to your business (Items)

= _____ your Section score

Then add all Section scores together to calculate your Age-friendly Business score.

Outside + Safety + Comfort + Visibility + Respect = Age-friendly Business score

While this checklist is useful as a guide to identify areas that your business may or may not need improvement, one of the best ways to determine how to make your customers experiences better is to ask them. This can be through a quick survey, having staff take note of general comments made by customers or asking customers directly for feedback.

Group Activity:

- 1. Track a new client / patient journey. What touch points do they have from first contact, to attending their first session**
- 2. Break into pairs to make a list of things you would like each client / patient to experience during this interaction**

Respect

Promoting a culture of respect and inclusion among staff for people of all ages, cultures and circumstances will ensure that everyone that uses your business feels valued and that their concerns are taken seriously. Staff who are able to communicate clearly and handle difficult situations with dignity make shopping experiences faster and more pleasant for customers.

Staff:

- Welcome customers to the business pleasantly.
- Are trained to be polite, patient and respectful of all customers, and not to assume their preferences or tastes.
- Are trained to recognise and avoid stereotypes and unconscious biases they may have towards people of different ages, cultures, backgrounds and circumstances.
- Trained to communicate on the phone respectfully and patiently.
- Take time to get to know regular customers and their preferences.
- Use simple, plain language and avoid jargon.

Programs

COTA Tasmania runs a variety of programs and information sessions across the state. To find out what's coming up next subscribe to our [e-newsletter](#), [Between the Lines](#), or follow our [Facebook page](#).

IN THIS SECTION:

[The Active Ageing Plan](#)

[Liveable Communities Toolkit](#)

[Age-Friendly Business](#)

Liveable Communities

A Liveable Community is one that is safe and secure, has affordable and appropriate housing and transportation options, and supportive community features and services.

Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents' engagement in the community's civic, economic, and social life.

This section includes information about Tasmania's [Active Ageing Plan](#), COTA's [Liveable Communities Toolkit and Resources](#), and [Age-Friendly Business resources](#).

Toolkit:

[Age-Friendly Business General Information](#)

[Age-Friendly Business Checklist](#)

[Age-Friendly Business Case Studies](#)

[Age-Friendly Business Resources](#)

[Age-Friendly Business A4 Poster](#)

3. The Power of Word of Mouth





COTA Victoria

Your ideas:

**How are you currently using your own “evangelists”
to encourage others to attend?**



Strength For Life



What happens in a LLS | SFL session?

- Individually assessed – if there are no chronic conditions – qualified Exercise Professional writes individual program
- Group warm up and cool down
- Participants work on their individual programs (which are reviewed regularly) with support from endorsed Exercise Professional
- Provide at least two sessions per week at specified times
- Provide for social interaction – space and the opportunity for a ‘cuppa’ and a chat
- Limit fees and have ability to pay casually

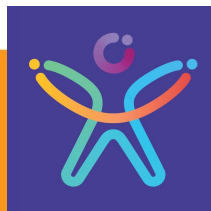
This is a Tier 2 Provider

What happens in a LLS | SFL session?

- Individually assessed – if there are chronic conditions – qualified Exercise Physiologist or Physiotherapist writes individual program
- Participants work on their individual programs (which are reviewed regularly) with support from endorsed Exercise Professional
- Provide at least two sessions per week at specified times
- Provide for social interaction – space and the opportunity for a ‘cuppa’ and a chat
- Limit fees and have ability to pay casually
- May refer on or work in tandem with the Tier 2 provider

This is a Tier 1 Provider

Want to join us...
Or find out more?





Mish

mwright@cotavic.org.au

Kerry

kgalbraith@cotavic.org.au

Jonathan

jpietsch@cotavic.org.au