

Active Neighbourhoods for Older Australians

Webinar 3

Engaging inactive older people in physical activity: Some tips and ideas



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SYDNEY



Community Connectors

Aims

The Active Neighbourhoods project overall aims to:

- Increase PA for people 65+, enhance understanding of benefits of regular PA and improve access to PA
- Main targets are 'hard to reach' population: socially isolated, disadvantaged and currently not engaged in PA

The Community Connector component will:

- Involve training for Community Connector volunteers
- Involve Community Connector volunteers in engaging older people in PA programs at your Neighbourhood House, by providing a welcoming and friendly environment for them
- To increase opportunities for 'hard to reach' older people to access PA programs

What is a Community Connector?

- A volunteer who links others in their local community to physical activity programs within your NH
- They promote the benefits of PA
- Point of contact and a friendly face for those not engaged in the NH
- Can attend new activities with new participants



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Why do we have Community Connectors?

Hard to reach older people may:

- Have difficulty finding out what PA opportunities are available in their community
- Find it scary/intimidating to attend a new group on their own
- Have difficulty getting motivated to go to something new and may need encouragement

This is where Community Connectors can help!

Benefits for Neighbourhood Houses

- Neighbourhood Houses (NH) have a long standing commitment to community building & increasing PA in the community.
- Data shows the main reason people over 65 attend NH is to attend social group. 1st benefit spending time with other people and 2nd is meeting other people & making new friends.
- Opportunity to strengthen community connection by fostering a welcoming environment

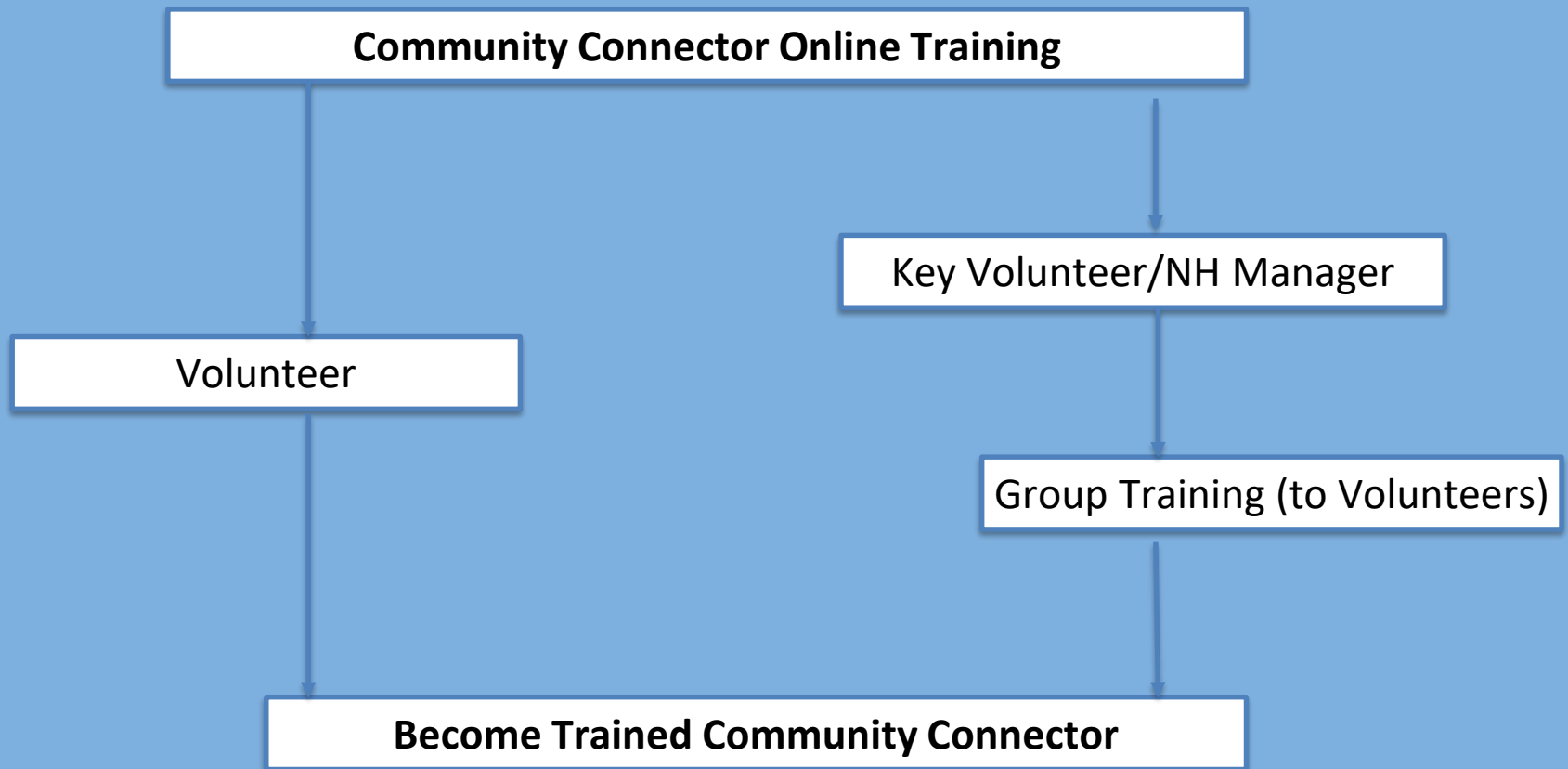
Ideal characteristics

- Friendly and welcoming
- Motivated
- Currently involved in PA program
- Over 65 years old
- Good communicator/listener
- Relatable
- Empathetic when dealing with other people
- Has connections among the community



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Training Structure



What will be involved in the training?

- Online training program on how to support people to engage in new PA
- Resource kit with useful information to assist them with their role

Next Steps

- **Dec-Feb** - ANOA Project Team develop online training
- **Start of Feb** – taking expressions of interest
- **March** – training commences
- **April** – Community Connectors begin role
- **Ongoing** – Evaluate and monitor program



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Networks and Partnerships: What makes working together successful?



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Best practice for engaging older people in physical activity



Understanding partnerships

Partnerships take place when two or more organisations agree to work together on an issue of shared interest.



Synonyms: alliance, network, coalition, collaboration



Levels of partnership

Partnership continuum	
Networking	Exchanging information for mutual benefit
Coordination	Otherwise independent activities are modified/ brought together for mutual benefit
Cooperation	Higher level of resource sharing, time commitment and trust to work together on common priorities
Collaboration	Establishment of a joint purpose, shared resources, and mutual responsibilities in the delivery of activities

Lessons for successful partnership



Highett-Hampton Neighbourhood House
<https://vimeo.com/369984238/927eda5763>

Conditions and capacities for partnership

- Endorsement by managers – enable timely decisions
- Recognised need for partnership – partners achieve more by working together
- Mutual understanding – of each others goals, policies, resources, ways of working

Management of partnership

- Implementation plan - clear, realistic, timeframes and assigned responsibilities
- Shared vision/goal/ objectives - relevant to core business of each partner
- Defined roles and responsibilities

Relationships between partners

- Commitment and ownership - informed, engages in discussion, respect processes and decisions
- Effective leadership - knowledgeable, respected, enthusiastic, inclusive, fair
- Communication and information sharing
- Trusting and respectful relations - mutual understanding, absence of hidden agendas
- Inclusive, transparent decision-making

Partnership sustainability

- Flexibility for partners and plans
- Mutual benefits and rewards - which justify the time, effort and resources that partners contribute
- Skill development, technical support - sharing expertise between partners, drawing on external skills

Questions



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