

Older Adult Centres' Association of Ontario  
 Association des centres pour aînés de l'Ontario



**ONTARIO'S INJURY PREVENTION STRATEGY- "WORKING TOGETHER FOR A SAFER HEALTHIER ONTARIO" –released**

Every 30 seconds someone visits an emergency department in Ontario because of an injury. Approximately 95% of all injuries are both predictable and preventable.

For Ontarians over the age of 65, falls are by far the leading cause of injury-related emergency department visits, hospitalizations and in-hospital deaths. In 2004/2005 seniors accounted for 40% of injury related hospitalizations.

An estimated 40% of falls leading to hospitalizations are the result of hip fractures. Approximately 70% of hip fractures are osteo related and result in death in up to 20% of cases and in disability in 50% of those who survive.

We need to constantly remind seniors to take precautions to prevent falls. Each centre has received a Falls Prevention kit and so we encourage you to use them to educate seniors about falls.

For more information check the website at [www.mhp.gov.on.ca/english/injury\\_prevention/strategy](http://www.mhp.gov.on.ca/english/injury_prevention/strategy)

**RESOURCE FOR YOUR WALKING GROUPS**

The Physical Activity Resource Centre has a "Walk This Way" kit that includes a magnetic calendar to record steps/kilometres for 6 weeks and a users guide that includes information on how to get started. The guide outlines how to set goals, tips for including walking in your day, roadblocks that may prevent you from walking, warming up and cooling down exercises and safety tips. It also has a special section for older adults.

It is intended to assist men and women in beginning and adhering to a walking regimen to increase their physical activity.

The kits are free and can be obtained from their web site at [www.ophea.net/parc/walkthisway](http://www.ophea.net/parc/walkthisway)



**OACAO STUDY "BUILDING BRIDGES TO TOMORROW"**

The Older Adult Centres' Association of Ontario (OACAO) is carrying out a Trillium Foundation funded, comprehensive three year study of older adult organizations in the Province. The project is designed to determine the issues older adults and their organizations face today, and to examine the strategies these organizations may use to cope with the dramatic increase in the projected 55+ population in Ontario.

The OACAO Study is an important and major undertaking by your Association. The results of the Study will shape the future of the Association, and become the cornerstone for the programs and services provided to our Membership. The Association also anticipate the issues and trends identified by the Study will assist Centre leaders create successful growth and development strategies for the next ten to twenty years.

The OACAO Study consists of three phases. The first phase, Survey Design and Key Information Interviewing is underway. The Focus Group activities

and Training phase will begin in the Fall of 2007 and extend into 2008. Data Analysis will follow and the Study Report will be submitted to the Trillium Foundation in November 2009.

A range of older adults, both members and non-members of older adult Centres, will be participating in the Study at varying levels. Also, 29 OACAO Member Centres have applied and been approved to play a larger role in the Study as Centres of Interest. The Study Team will examine these Centres in depth and use them as focal points for training and Survey testing. These Centres will receive detailed data regarding their organization as well as a Province wide data base.

The Association Study team will be sending you a Study Package outlining the Project and the details regarding participation as a Centre of Interest. If you would like more information regarding the Study, please check our website at [www.oacao.org](http://www.oacao.org). Your input is important to us and we are looking forward to your response.



## Message from the Executive Director

As August comes to a close, it is time to thank the many people who have worked very hard for this association over the hot summer months.

Thanks to Bill Krever, Al Gordon and Natalie Coyle for the countless hours of work they spent on the Trillium Grant, "Building Bridges to Tomorrow", developing and implementing the various surveys, developing and implementing the information training sessions and compiling the data from the surveys. We look forward to their report at the conference.

Thanks to the Conference 2007 team for the tireless work they have put into bringing together all of the various pieces that comprise the planning of a great conference. All OACAO members should have

received their Conference Brochure. A copy is available for download from the OACAO website.

Thanks to the Conference 2008 team, who met in July to begin work on the Conference to be held on October 19, 20, 21, 2008 at Horseshoe Resort in Barrie.

Thanks to Mary Lou Weir, who has taken on the part time position of Coordinator of the Information and Active Living Fairs. Mary Lou attended 7 Fairs in April, May and June. There are still 17 Fairs to be held between September 2007 and the end of March 2008, when the 2nd grant from the Ontario Seniors Secretariat is completed.

And finally, thanks to Colleen Zavrel and her crew of volunteers without whom this newsletter

would never get published, printed and mailed.

As of August 13th, membership in the OACAO has reached 122, including 81 Full Member Centres, 21 Individual/Agencies/Associations/Service Providers/Seniors Clubs and 9 Business Partners. We have 11 new members this year and 4 new Business Partners.

Thanks to all for your continued support.

**Lawrie Bloom,**  
Executive Director



## LOW IMPACT EXERCISES FOR OLDER ADULTS DVD

An exciting new aid has arrived to help seniors, or fitness instructors teaching seniors, with their fitness routines. On June 13 the Oshawa Senior Citizens Centres launched a DVD entitled "Low Impact Exercises For Older Adults". It was produced by OSCC with the help of Toni Johnston and her fitness class. Toni, a registered nurse and seniors fitness specialist, is a long-time instructor at OSCC with a loyal following of seniors who rely on her classes to help them keep fit.



When a request for a low-impact exercise video for older adults came from the Seniors' Secretariat of Ontario, Toni approached OSCC to discuss the possibility of producing such a product. In the fall of 2006 the project received funding from the Government of Canada's New Horizons for Seniors Program and the work began. Nine OSCC members from Toni's classes agreed to demonstrate the exercises. These students wear different coloured shirts to denote their different levels of ability, so that the viewer can see how to begin and how to gradually work up to a higher level. The students' ages

range from 64 years to 91 years, a great testament to the value of exercise in seniors' lives.

The exercises demonstrated on the new DVD are selected to provide a workout which is safe, effective and enjoyable. The DVD package includes an information booklet which explains precautions to consider before beginning an exercise program, how to monitor your exercise intensity and precautions to be aware of in each segment of the hour-long program. The DVD and the information booklet explain and demonstrate exercises in five areas: warm up, cardiovascular work out and cool down, balance training, muscle strengthening and stretching. The program can be used in individual sections or as a continuous work-out. The DVD, including the information booklet and an exercise band, can be purchased at the Oshawa Senior Citizens Centres for \$20.



Call Colleen at 905-576-6712, Ext 2875



## 2007 OACAO Conference - October 21 -23

The OACAO Golden Horseshoe Region is pleased to invite you to Oakville for this year's OACAO Conference. The Conference theme "Changing Times Meeting the Challenge" will be carried throughout the activities planned over the three days.

The Conference Committee has been working hard over the past year to put together a first rate Conference and they are looking forward to meeting your challenges.

Keynote speakers confirmed are "moodivator", Carole Bertuzzi Luciani, author and newspaper columnist, Dr Reginald Stackhouse and host of CBC's Hockey Night in Canada, Ron MacLean.

**Program** - the Program Committee has planned some excellent workshops focusing on four challenges identified in the OACAO Centre Member Profile Survey: attracting younger seniors boomers, finances, lack of volunteers and membership retention. From how to run a focus group, to looking at how to change your operations to meet boomer expectations, to learning about raising funds to support operating costs, to board succession planning - there is something for everyone.

Two bus tours are planned to Centres in the Golden Horseshoe Region - Burlington Seniors' Centre and the Sir John Colborne Centre in Oakville in the a.m. and the Milton Seniors' Activity Centre and the Square One Older Adult Centre in Mississauga in the p.m.

New this year are poster presentations which highlight the work that is taking place in Older Adult Centres across the province. The information will be displayed on poster boards and there will also be handouts of flyers, newsletters, etc. A Resource Table will also be included in the poster presentation area for those who wish to bring Newsletters, Brochures, etc to share with others.

**Social** - the Social Committee has planned a number of events and a daily challenge will await you each morning. You won't want to miss the Karaoke Party, Photography Exhibit of Senior Centres and the "Legends through the Ages" show which will take us through the changes of the past decade. Bring your swim suit and join us for an Aquafit class to get your day started or your running shoes for a morning hike in beautiful Oakville.

**Trade Show** - the Trade Show has booked a number of exhibitors which you won't want to miss. This is always a good opportunity to network and you might win a few prizes as well!!!

## Message from the President

***Changing Times – Meeting the Challenge!*** is the focus of the upcoming OACAO Annual Conference in Oakville, Sunday, Oct. 21 – Tuesday, Oct. 23, 2007. Conference planners in the Golden Horseshoe Region have lined up an excellent series of workshops and guest speakers geared to providing attendees with the information and tools we will need to move our Seniors' Centres into the future.

We start off on Sunday with a presentation on the OACAO project “Building Bridges to Tomorrow” followed by project focus groups. At the President’s Forum, I will be making a presentation on the status of the OACAO Strategic Plan. Centres representatives will be encouraged to ask questions and offer suggestions as we finalize the Provincial Strategic Plan. Your Provincial Board wants to ensure that as we move forward into the future, Centres across the province benefit greatly from their association with OACAO.

Workshop presentations on Monday and Tuesday will include information on a variety of program ideas, risk management and Board succession planning, marketing your Centre, program evaluation, how Centres can respond to “Baby Boomer” seniors and Centres strategic planning and visioning for the future. There will also be workshop opportunities for delegates to visit 4 local older adults’ centres -

no better way to get new ideas for programs (or renovations)!

We certainly are living in changing and challenging times. Please join us at the conference where you will have access to the latest information that will guide your Centres smoothly into the future. See you there!

### Ellen Hope, President

#### “European Seniors are catching up with Youth Online”

Recent research (completed in 2006) announced that 68% of all European internet users are aged 55 years and over and that their usage is growing at a faster rate than any other age group. According to the report this demographic group spends an average 8.8 hours online per week – a growth of 18% since 2004. The research also dispels the myth that social networking is the exclusive domain of the young since the older adult visits social networking sites 18% of the time with the youth at 28%, not far behind!

Internet telephone calling is also becoming more popular with 14% now making phone calls over the internet.

Travel and holiday sites are particularly popular with this group with 69% of the studies participants having visited one.

The “silver surfers” also make the most of entertainment online with 21% listening to the radio online and 7% having downloaded TV programs.

This is a clear indication that our Older Adult Centres need to ensure we keep up with the computer age, and help our seniors get computer savvy!

#### Business Partners

TIPPET-RICHARDSON LTD MOVING AND STORAGE SENIORS DIVISION [www.tippet-richardson.com](http://www.tippet-richardson.com)

HARDIMAN & MOUNT ASSOCIATES [www.hmaininsurance.com](http://www.hmaininsurance.com)

THE CARE GUIDE [www.thecareguide.com](http://www.thecareguide.com)

THE RETIREMENT RESIDENCES GROUP [www.retirementresidences.com](http://www.retirementresidences.com)

OASSIS [www.oassisplan.com](http://www.oassisplan.com)

HOLIDAY RETIREMENT RESIDENCES [www.holidaytouch.com](http://www.holidaytouch.com)

BAYSHORE HOME HEALTH [www.bayshore.ca](http://www.bayshore.ca)

HILL ISLAND LODGE [www.hillislandlodge.com](http://www.hillislandlodge.com)

SENIOR TOURS [www.seniortours.ca](http://www.seniortours.ca)

