



## #33 MAKING THE CASE: PHYSICAL ACTIVITY AND WOMEN 55-70+

Developed by: CAAWS

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Type of project: Recommendation + Guidelines

[http://caaws-women55to70plus.ca/pdfs/making\\_the\\_case\\_eng.pdf](http://caaws-women55to70plus.ca/pdfs/making_the_case_eng.pdf)

### Synthesis of the case study

“Making the Case: Physical Activity and Women 55–70” outlines the solid business rationale for investing money, time and human resources in physical activity programs and services for women between ages 55–70. The purpose is to provide information to be read, used and acted upon by programmers, service providers, facility operators, directors, managers, council members, and other key stakeholders to develop strategies that will engage as many from the target group women in physical activities as possible.

### Context and approach

Although the importance of increasing sport and physical activities among older people is well understood, focusing on younger seniors and their unique needs is a relatively new concept that needs attention. The 55–70 age group will be the fastest growing segment of the Canadian population over the next 25 years so everyone needs to be ready to handle this influx. By understanding, developing, and adapting programs and services now, providers of physical activity and sport will be prepared to handle the increased demand in the coming years.

### Objectives / Challenges

- to better understand the needs of “old” people;
- to deliver concrete evidence that makes the case for investing in physical activity initiatives for women between ages 55–70;
- to give tools that can be used to get and keep the target group active.

### Target

Women between ages 55–70.

### The deliverable (What did they do specifically?)

The document presents information in five main sections:

- section one: concrete statistical evidence on women aged 55–70 (population, levels of education, health status, etc) that would provide important data for proposals and strategies;
- section two: information on the physical activity experience for women aged 55–70 based on published reports and focus group interviews;
- section three: information on the economic burden of illnesses and physical inactivities;
- section four: challenges and opportunities for investing in physical activity for women between ages 55–70;
- section five: a call for action with information on what you can do to support women 55–70 to be more physically active.

#### Contact information

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