

# COMMUNICATING HEALTHY AGEING MESSAGES TO OLDER AUSTRALIANS: WHAT DO OLDER PEOPLE VALUE?

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Juntos Marketing

# The context



75% of Australians aged 75+  
don't meet physical activity guidelines

# The context



6% meet best practice guidelines for physical activity for falls prevention

# A disconnect...

**What we know**



**What older people do**

Led us to question -:

How should we translate research to address the disconnect?

What programs and initiatives should be out there?

How should programs be presented to maximise uptake?

What do older people value?

# An opportunity to collaborate

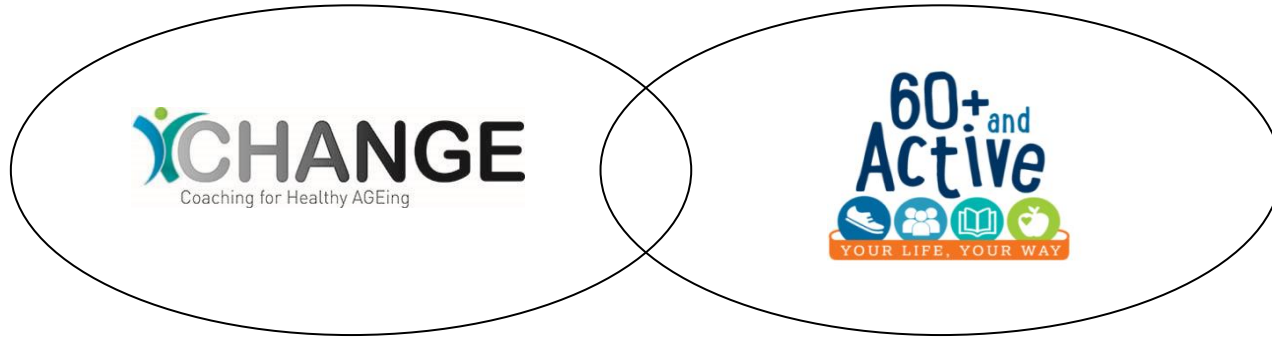
## The CHAnGE Trial

- University of Sydney
- Large scale randomised trial
- 2016 – 2019
- Intervention: physical activity and falls prevention
  - 1:1 assessment
  - Printed materials + wearable
  - Phone coaching
- Control: nutrition
  - Modified “Get Healthy”

## 60+ and Active

- Juntos Marketing
- Proactive, holistic, healthy ageing initiative
  - Physical activity
  - Falls prevention
  - Cognitively active
  - Socially engaged
  - Nutrition

# How our research goals aligned



Common goal:

Improving physical activity and preventing falls in those over 60

# Detailed research objectives

- To understand overall priorities for those over 60
- To explore attitudes, behaviour, motivations, barriers:
  - Physical activity and falls prevention
  - Nutrition, staying cognitively active, social engagement
- How to most effectively communicate with older people
- To test Change Trial booklets

# Methodology

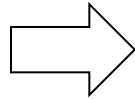
- **What?** 6 focus groups, each 1.5 hours
- **Where?** Range of community settings, Sydney
- **Who?** Males and Females aged early 60s to mid 80s  
English speaking, living independently, skewed to tertiary educated
- **Format?** Based on a formal discussion guide  
Facilitated by experienced consumer researcher  
Range of props and stimulus
- **Recruitment?** Through established networks (non random)



# Methodology

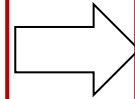
## Stage 1: Pilot

- 2 focus groups
- 5-6 per group



## Stage 2: Main stage

- 4 focus groups
- 5-9 per group

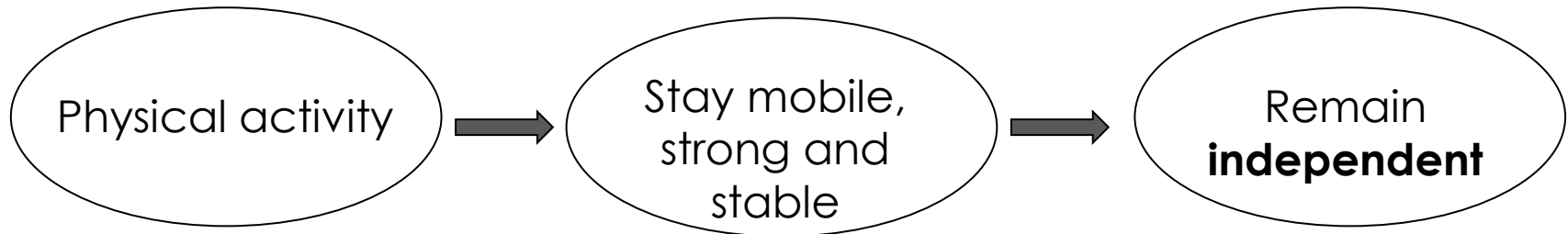


## Stage 3: Data Analysis and Reporting

# Overall findings

- Very consistent, spontaneous priorities raised across groups
  1. Staying physically active
  2. Staying mentally active
  3. Remaining socially connected/ engaged

# Priorities of interviewees



**Main goal:** stay independent for as long as possible

Physical activity seen as key

# Falls prevention

## FALLS PREVENTION

Not raised spontaneously

Something that happens to the elderly (not me)

Do not engage until have a fall (or close call)

## PHYSICAL ACTIVITY WITH STRENGTH AND STABILITY

Spontaneously raised

Balance and strength exercises (yoga, pilates, physio)

Focus on end goal - to maintain independence

**Stability is a more engaging term than Falls Prevention**

# Implications: content

## Focus terminology on:

- Staying active and stable
- Remaining cognitively active
- Staying socially connected

## Include these terms with care

- Nutrition
- Falls prevention

# Implications: execution

## Focus on

- Relevant printed materials
- Group activities
- Delivery by trusted health professionals
- Ability to tailor to individual needs

## Include with care

- Terminology
  - Falls
  - Seniors/ “old”
- 1:1 coaching
  - Raises concerns eg cost

# Implications: printed materials

## For appeal and credibility

- Professional looking
- Credible source and endorsement
- Contents look relevant (at first glance)
- Age relevant tone, images
- Appealing graphics

## For readability

- Larger print
- Colour contrast (white background)
- Well spaced

# CHAnGE trial implications





# 60+ and Active project implications



# Can you help?

- **CHAnGE Trial**

- Recruiting NSW based groups
  - over 65 years
  - currently meeting but not participating in physical activity
  - receive free coaching and materials
- Cath Kirkham [catherine.kirkham@sydney.edu.au](mailto:catherine.kirkham@sydney.edu.au)

- **60+ and Active**

- Seeking partners for program pilot
- Health professionals in community settings, rehab facilities, private practice
- Free training and resources during pilot stage
- [www.60plusandactive.com.au](http://www.60plusandactive.com.au) or take handout

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