

Alexandre Mouton & Marc Cloes

1 min

Highlights

- ✓ 75 older adults completed a questionnaire (behaviours & representations about PA, Internet), joined a session of home-exercising, and then were interviewed
- ✓ 48% of the participants met the recommendations about PA and highlighted social and health issues to explain their active/inactive behaviours
- ✓ Do at-home exercising was the top-rated element to include in an Internet-based PA intervention, while the testing of that type of session was convincing

Background

- ✓ Despite multiple proven health benefits¹, population in Western countries meet less and less the public health recommendations for PA when they get older²⁻³
- ✓ In Belgium, people older than 60 years will represent more than a third of the entire population in 2050⁴, with some major implications in terms of public health cost⁵
- ✓ The Internet holds potential for delivering effective PA interventions⁶
- ✓ Older adults are the fastest growing group of Internet users⁷ and use it for health-related subjects⁸

Aims

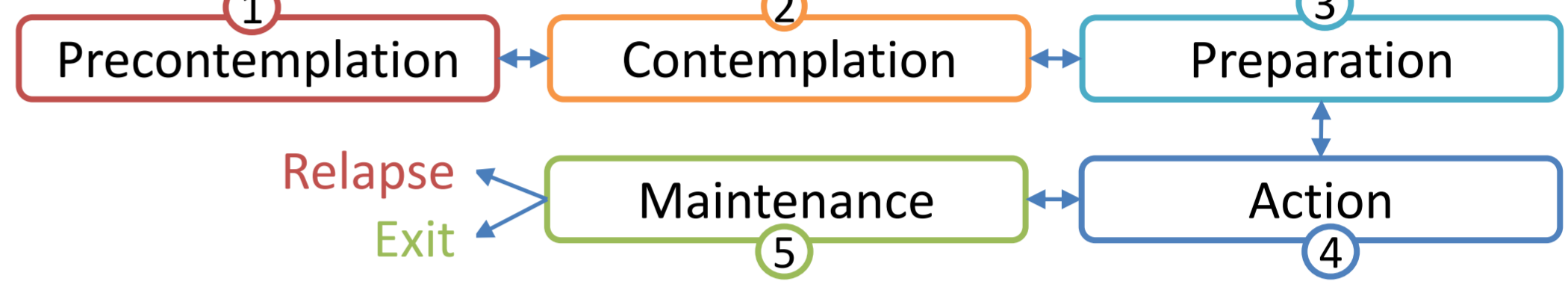
1. Analyse behaviours and representations about PA
2. Explore opinions about Internet-based PA promotion

Among older adults

Methods

75 older adults, 73.75 ± 5.77 years

Paper pencil questionnaire

- ✓ PA stage of change questionnaire⁹

- ✓ Representations about PA
 - 3 Reasons for PA participation
 - 3 Reasons for PA avoidance
- ✓ Opinions about Internet-based PA promotion (10 items, Likert Scale)

Testing a single session of home-exercising

Interview

- ✓ Opinion about the inclusion of home-exercising sessions in an Internet-based PA website → 4 questions : 10-point scale + open-ended answers

Move more at home

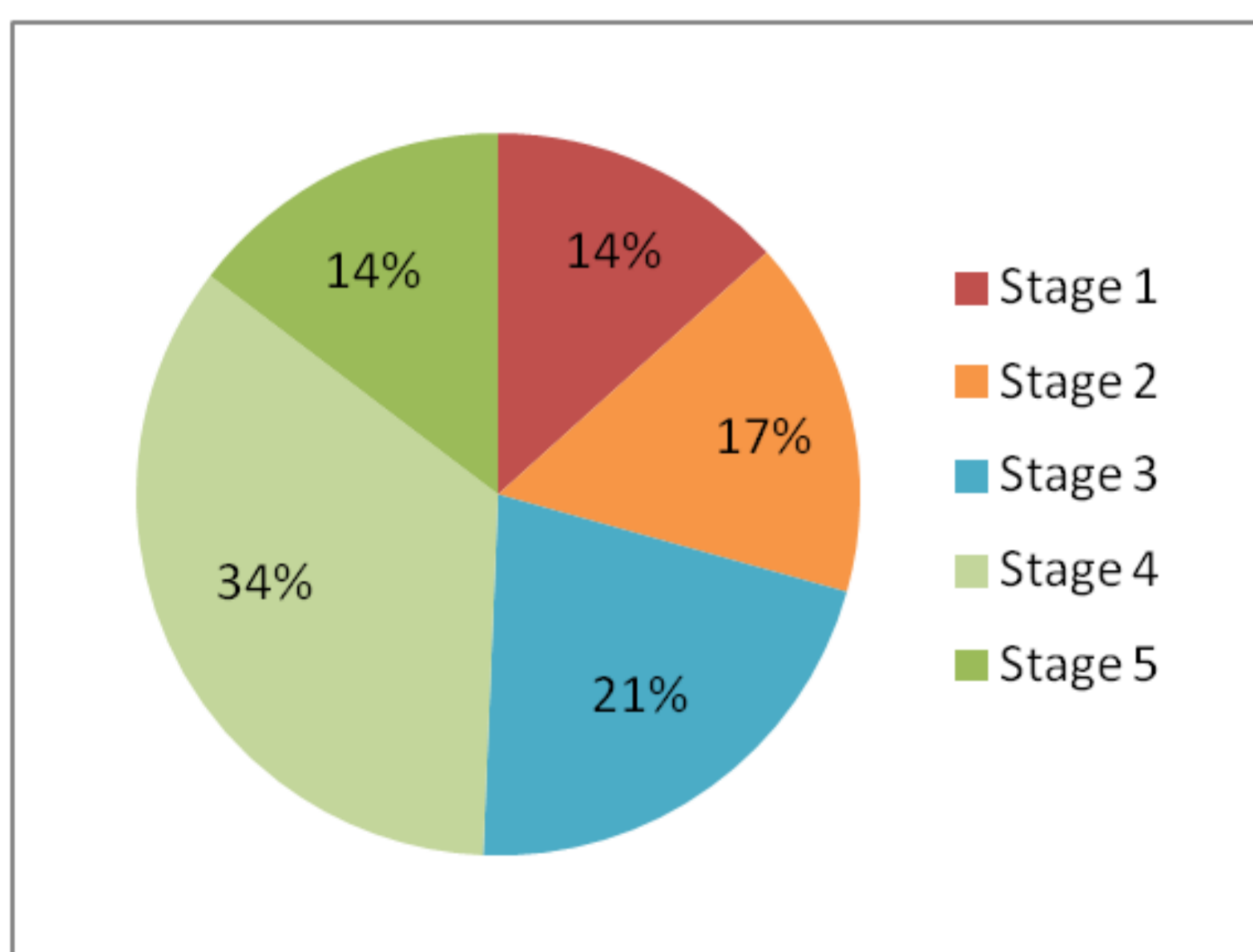


Exercises to do at home to stay healthy!

Results and discussion

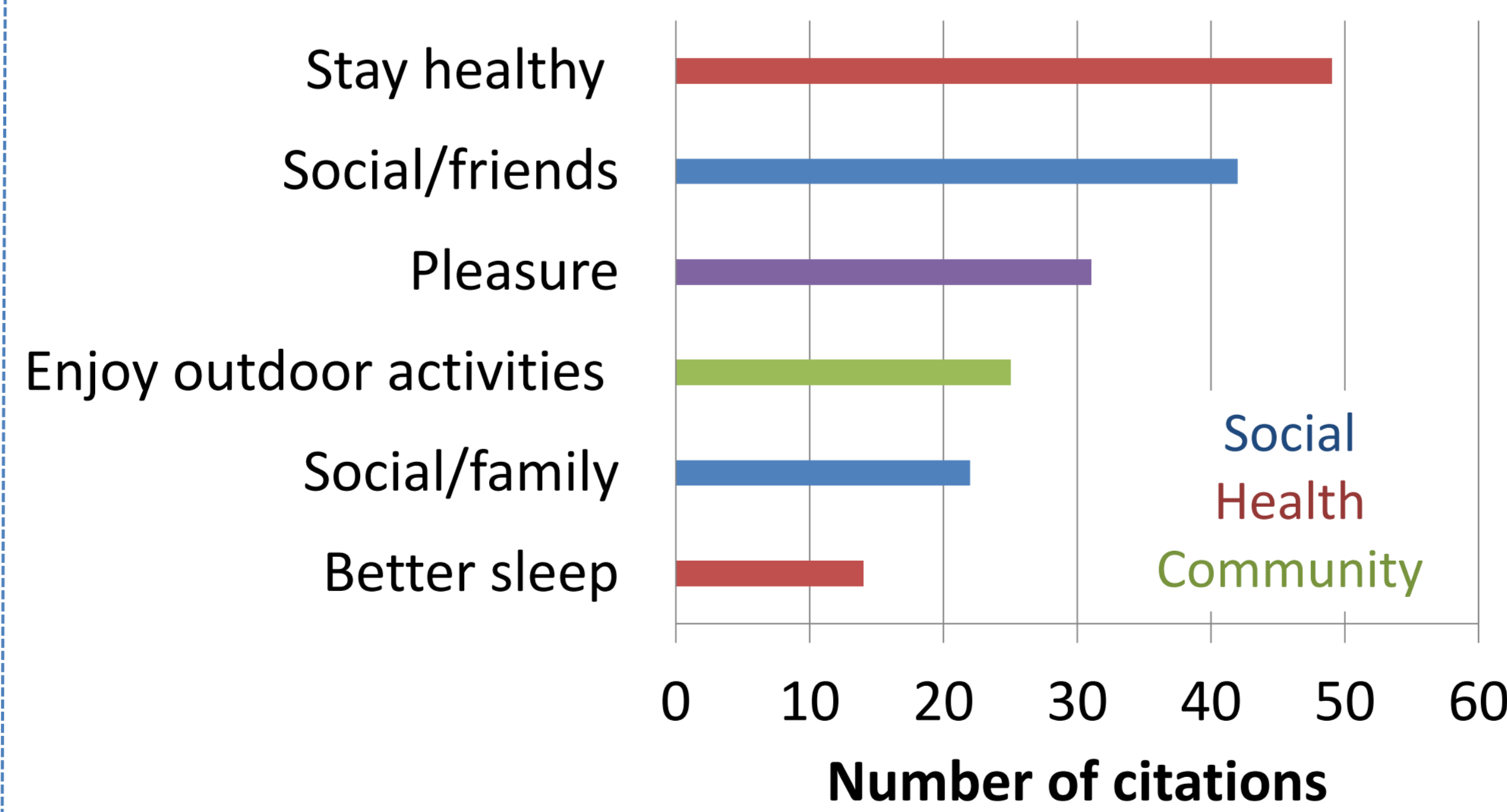
Behaviours and representations about PA

PA stage of change



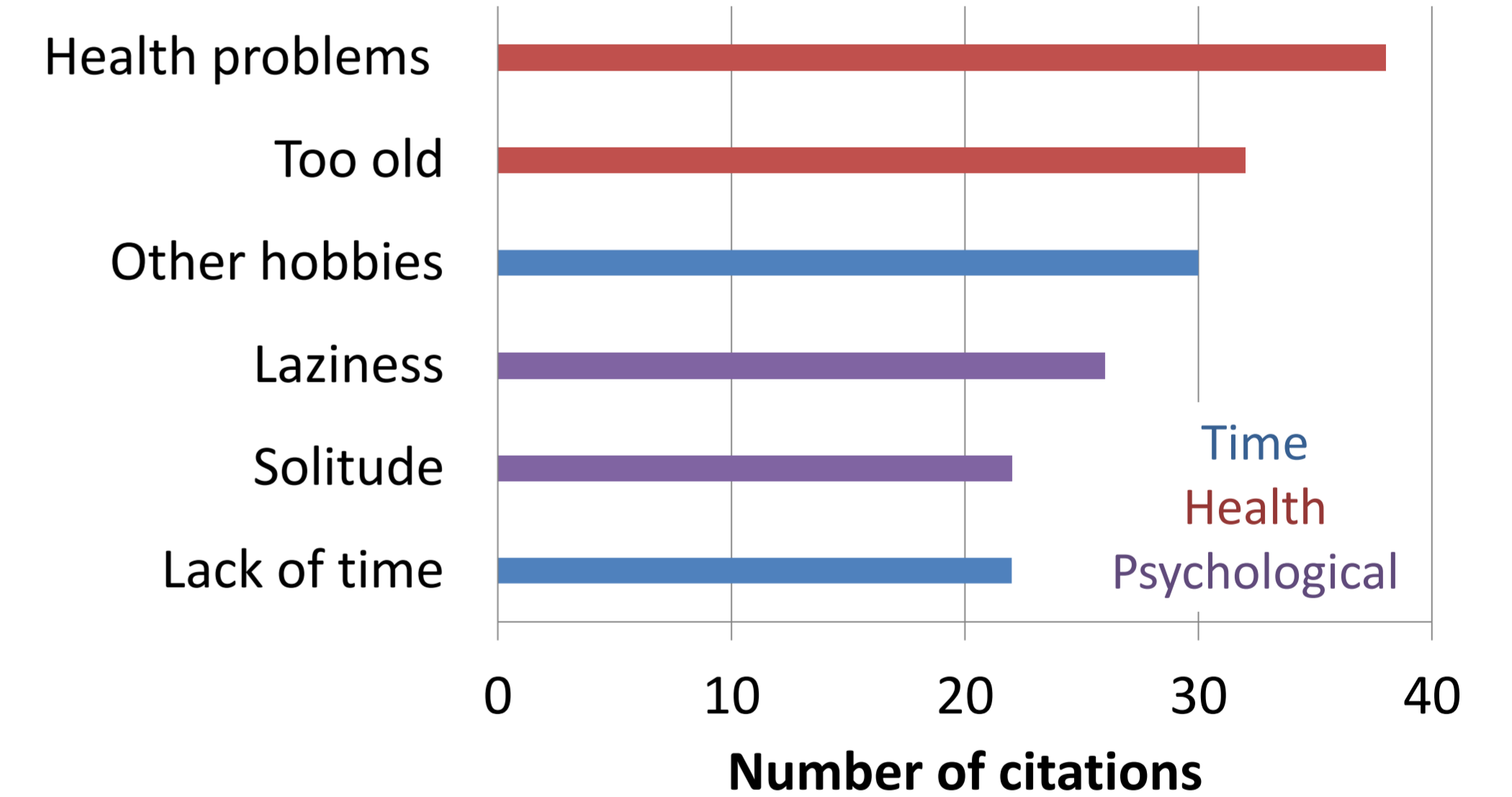
- ✓ Only 48% of the participants met the official guidelines for PA → decline with age
- ✓ Confirmation of existing data¹⁰

Reasons for PA participation



- ✓ Social (81% respondents) and health (72%) issues are the most motivating reasons to be active
- ✓ Health messages must be paired with social support to increase PA¹¹

Reasons for PA avoidance

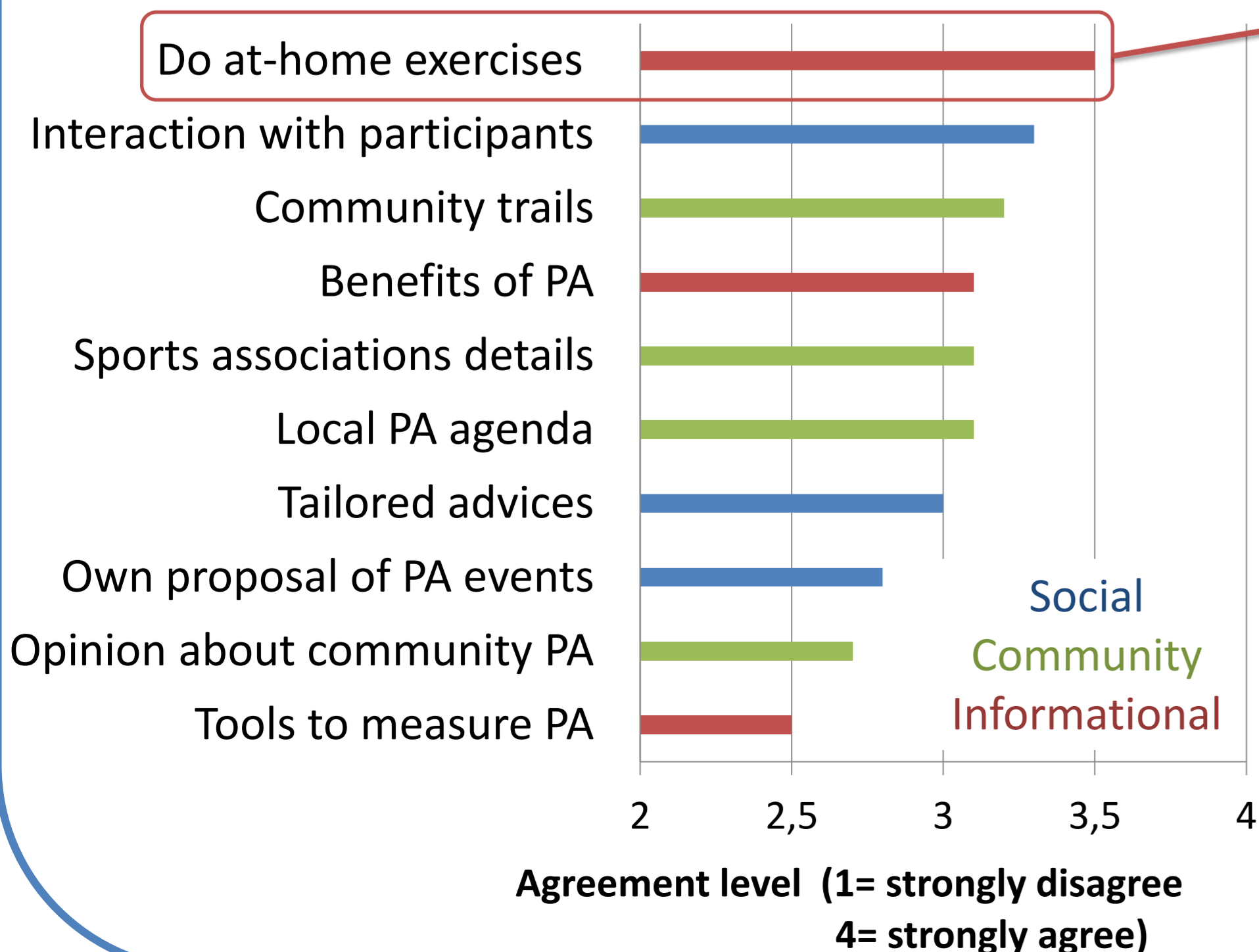


- ✓ Most older adults consider themselves unable to practice PA, because of health (51%) or age (43%) issues
- ✓ Lack of time (29%) seems less problematic for older than for younger adults, unlike psychological issues (48%)

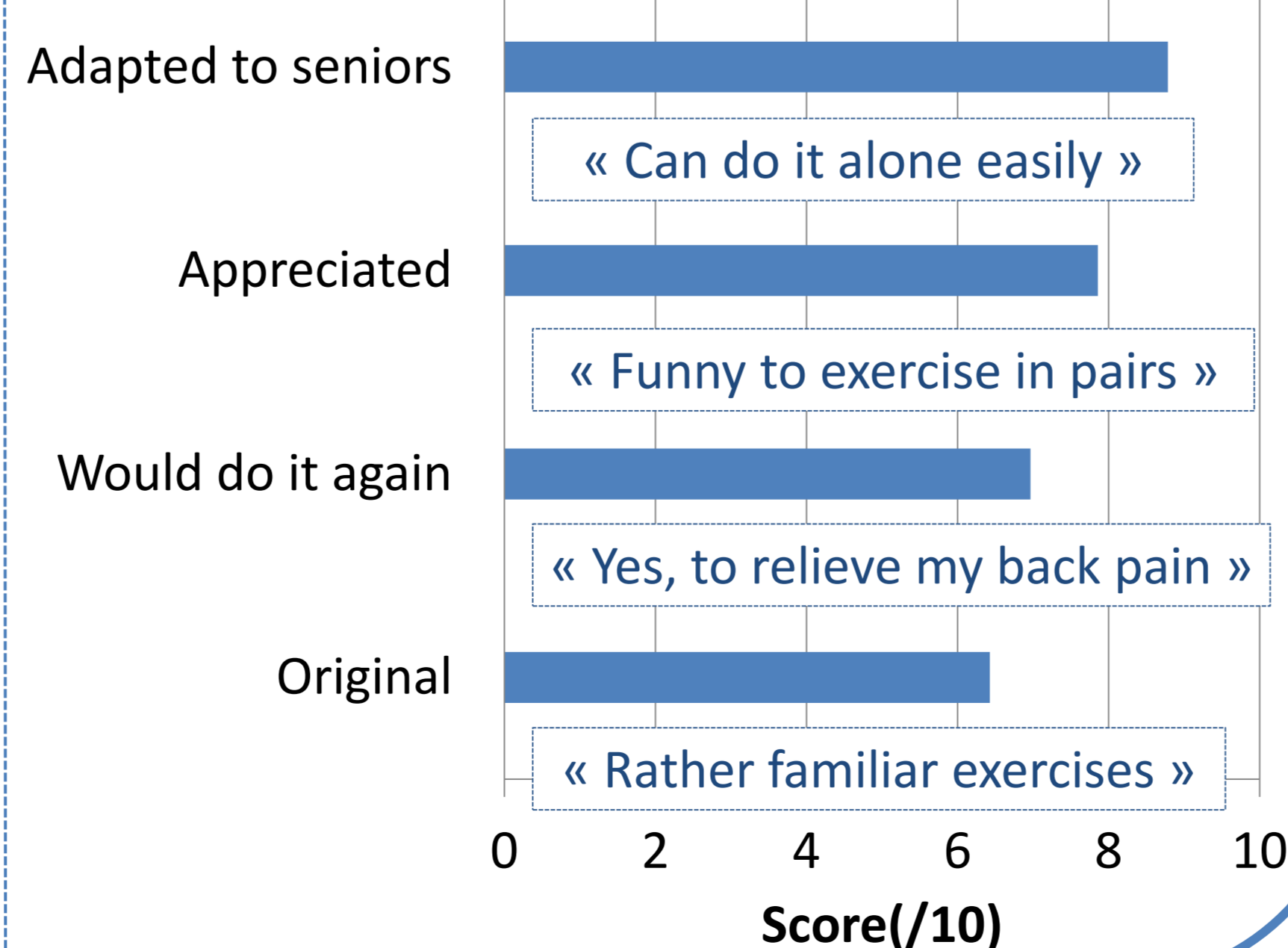
Opinions about Internet-based PA promotion

41% of Internet users

What should be included ?



Would it be relevant ?



Conclusions

- ✓ As they age, people meet less and less the public health recommendations for PA¹²⁻¹³
- ✓ Emphasizing social elements, reducing wrong PA representations (i.e., too old for PA), and highlighting health benefits of PA are recommended
- ✓ Just as traditional PA promotion¹⁴, Internet-based PA promotion should focus on informational, social and environmental determinants
- ✓ Providing examples of exercises that seniors could do safely on their own, such as do at-home exercising, is an opportunity to reach a large number of people at a lower cost¹⁵