

Ageing and Physically Active Lifestyle Project

A social norm favourable to sport and physical activity, yes, but for whom?

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Sport Canada Research Initiative Conference, October 25, 2023, Ottawa



GENERATE
new knowledge



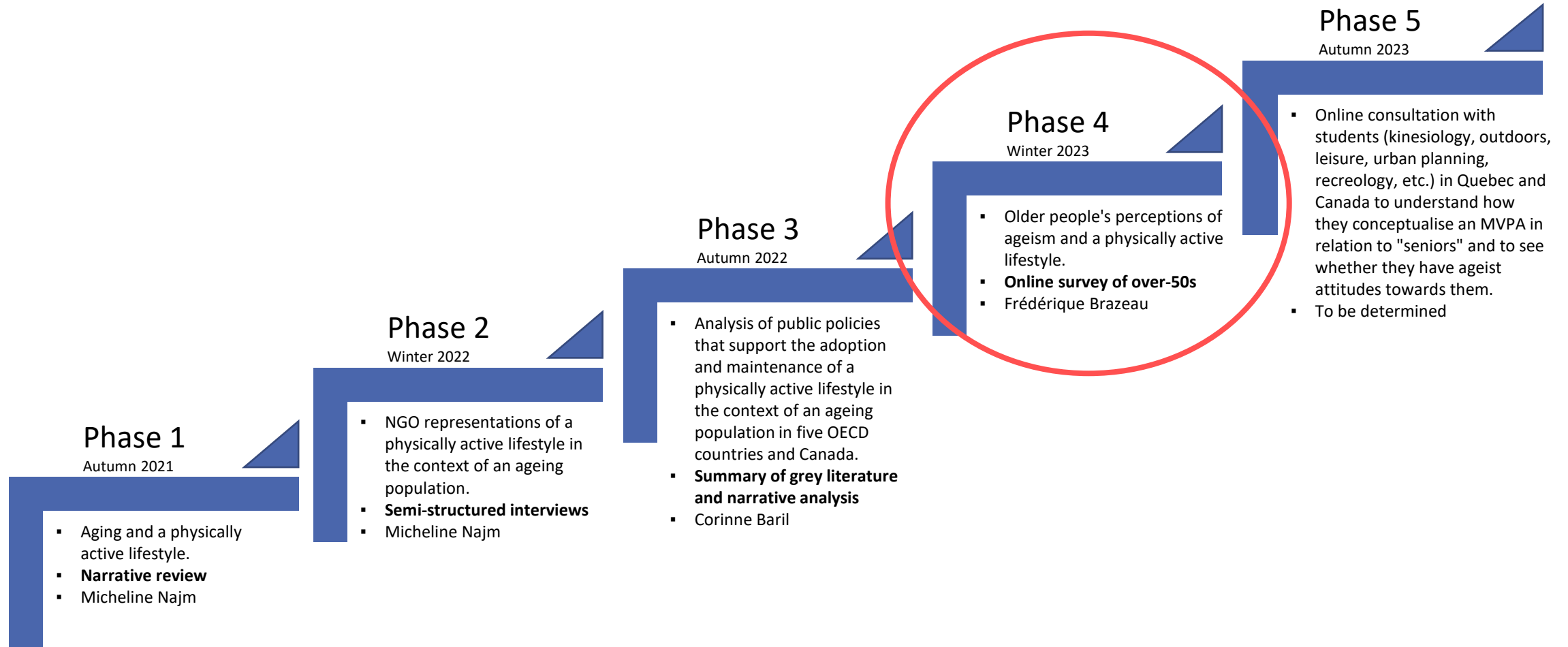
INFORM
decision-makers



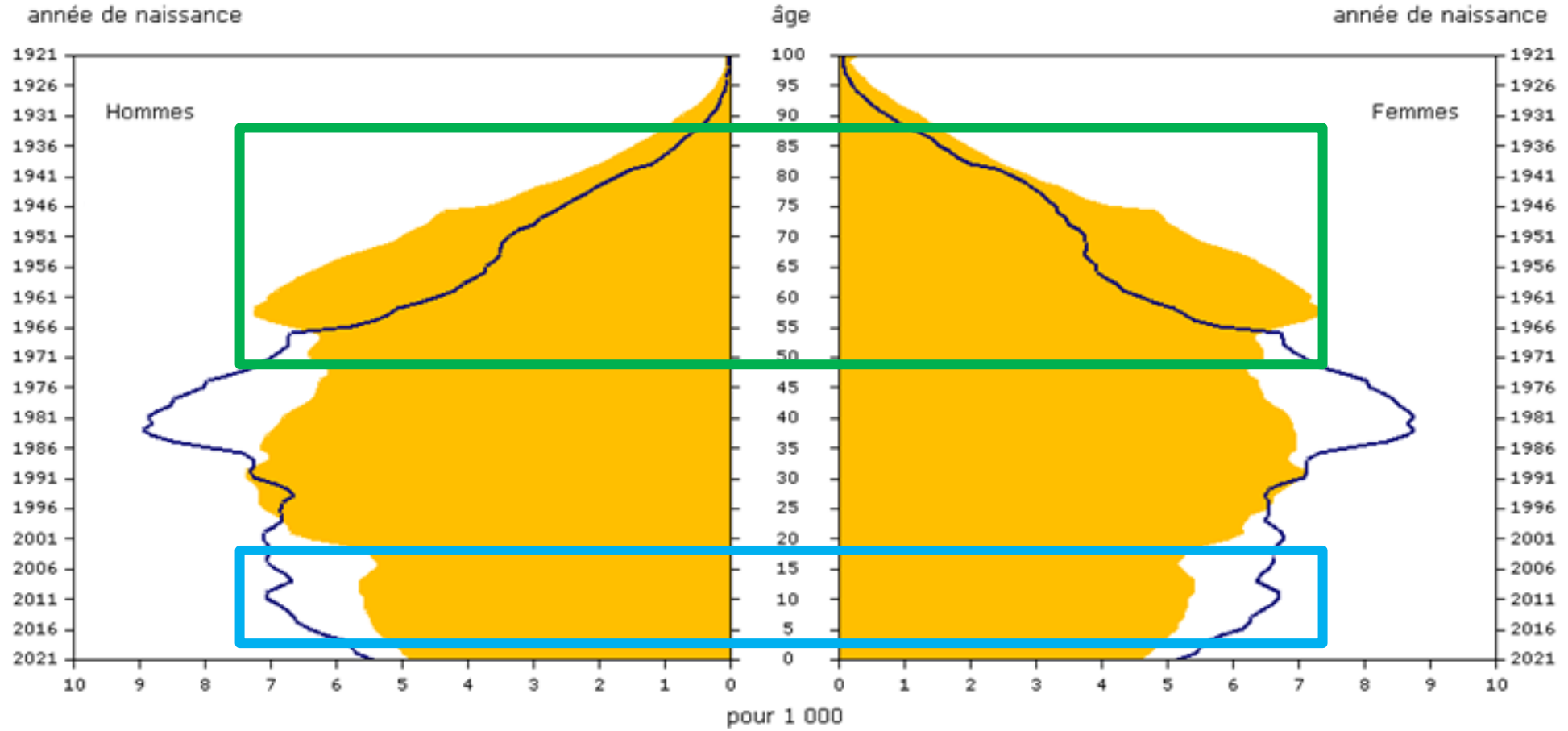
RAISING AWARENESS
stakeholders

The Âgisme et MVPA project is the result of work by students on placement at the PHAC's Quebec Office. Its aim is to educate, mobilise and raise awareness among society's stakeholders on issues relating to a physically active lifestyle in a context of demographic and climate change. The views expressed do not necessarily reflect those of the Public Health Agency of Canada.

Project timeline



Pyramide des âges des estimations de la population au 1^{er} juillet, 2001 et 2021 Canada



Source: Statistics Canada

- seniors
- Young people



Promoting physical activity and healthy diets for healthy aging in the WHO European Region 2023



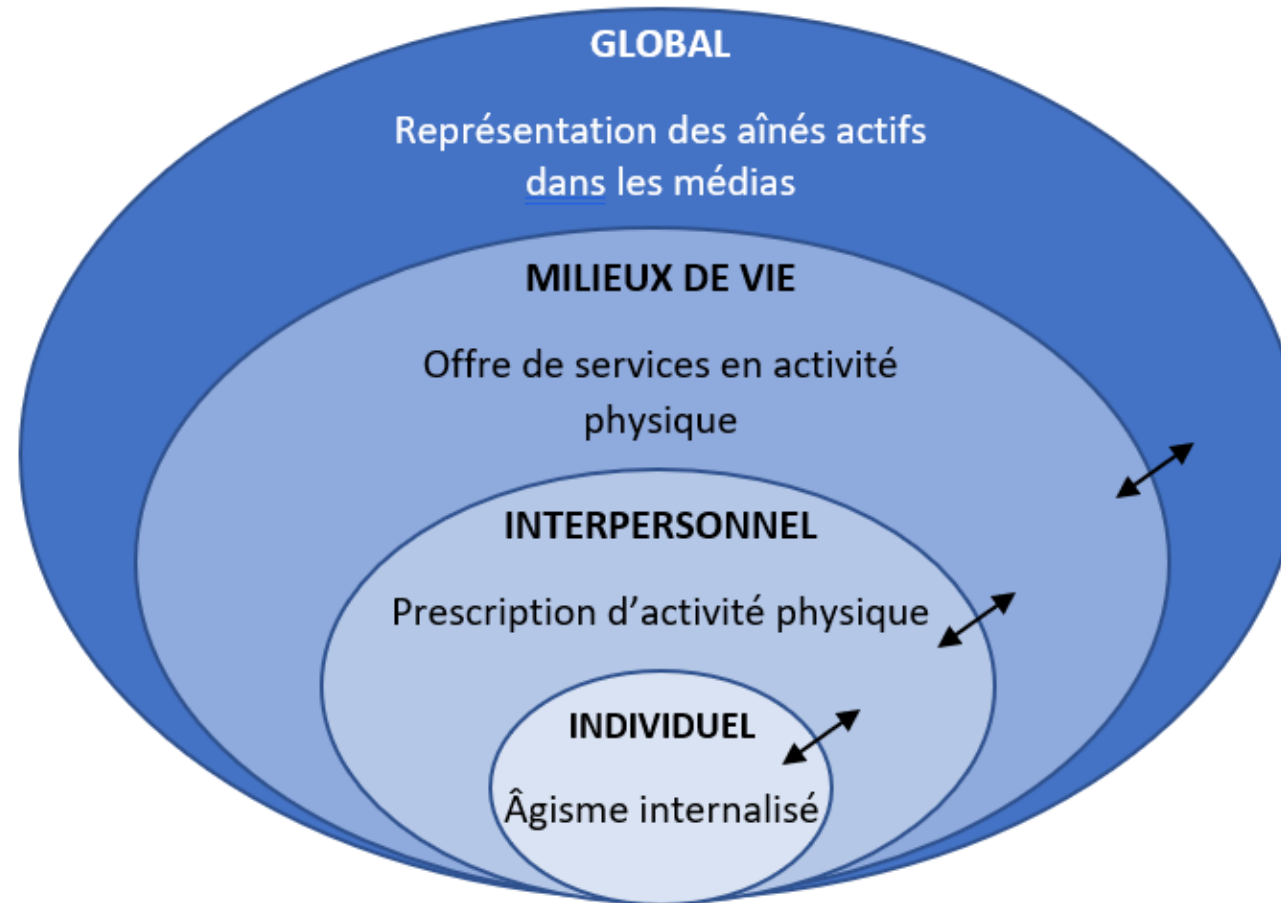
- *Sport for seniors is booming.*
- *The marked increase in sporting activity recorded since 2014 is due above all to a marked rise in sporting activity among people in the **second half of life**.*

Understand
the extent to
which ...

1. internalised ageism influences physical activity in the 50+ age group

2) The 50+ identify with the models, images and representations of active seniors presented to them.

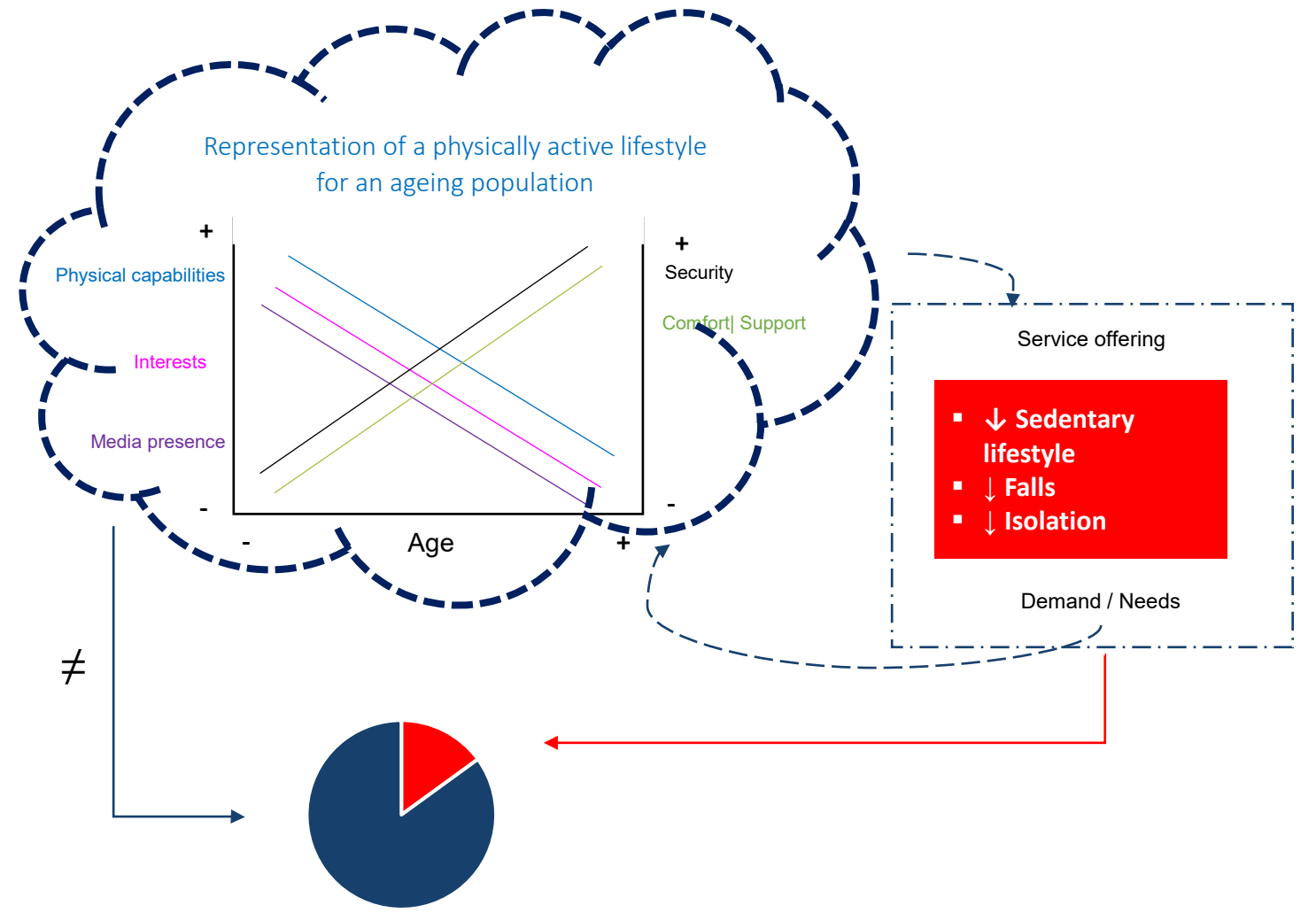
Conceptual framework



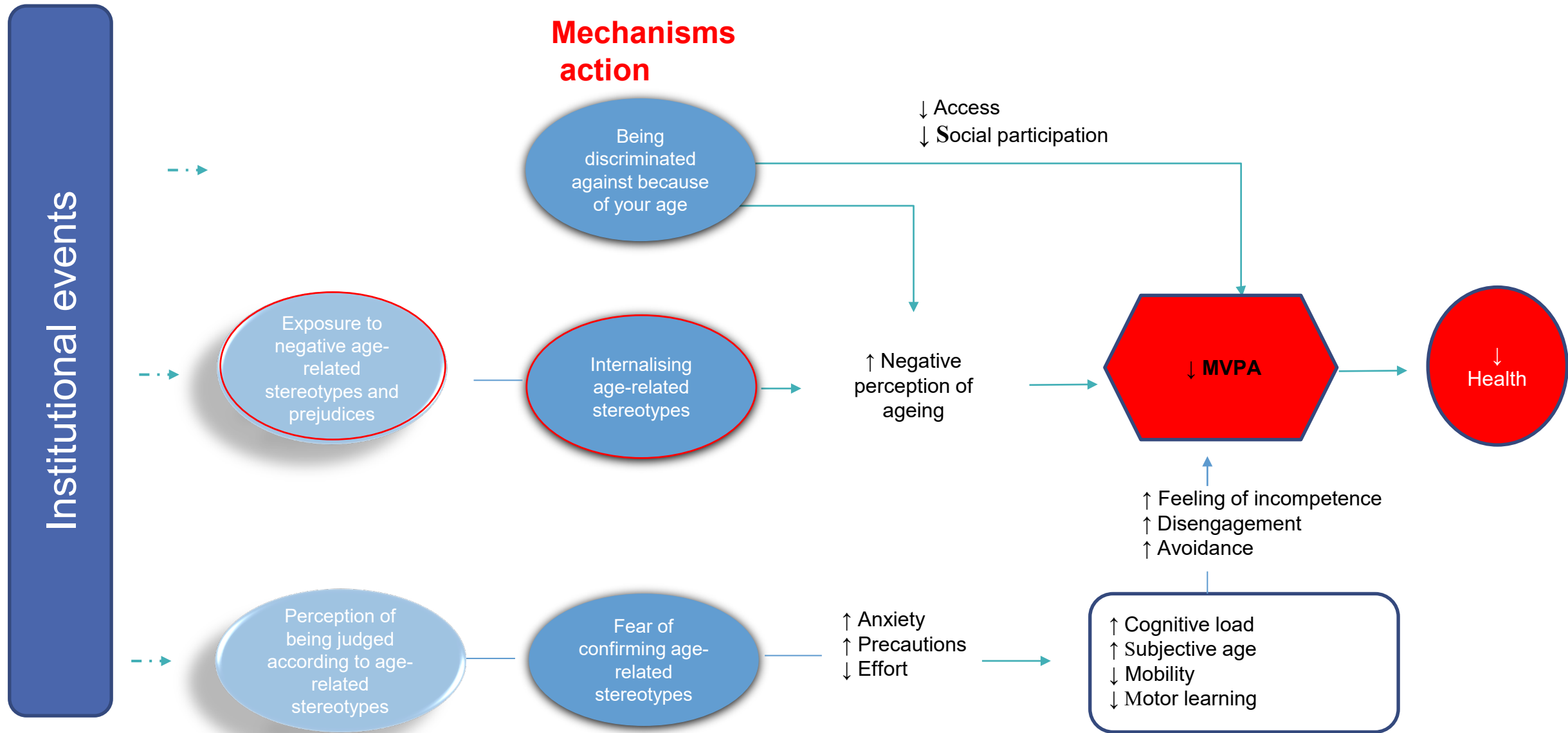
Adapted from the ecological model by Bronfenbrenner, 1979



- Sport
- Saines habitudes de vie
- Urbanisme
- Transport actif
- Loisirs
- Plein air



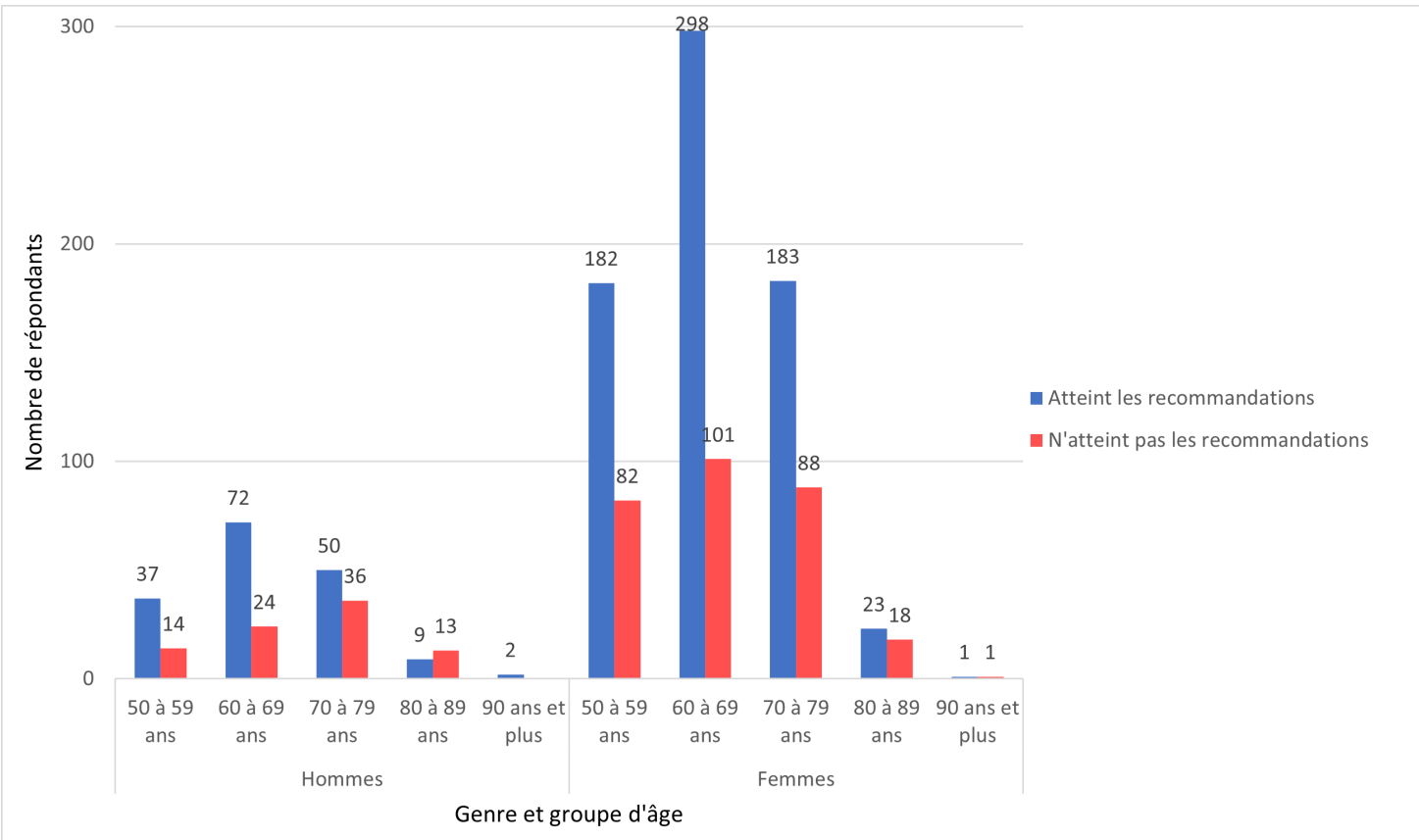




Promoting the online survey

Field of action	Level of intervention	Broadcast partners
Ageing	National (Canada)	Fédération des aînées et aînés francophones du Canada (FAAFC), CanAge, Active Aging Canada, Canadian Centre for activity and aging (Western University), Healthy Aging Core
	Provincial (Quebec)	Conférence des tables régionales de concertation des aînés du Québec, Institut universitaire de gériatrie de Montréal, FADOQ Montréal, FADOQ Laval, FADOQ Rive-Sud Suroit, FADOQ Laurentides, Institut sur le vieillissement et la participation sociale des aînés (Université Laval), EngAge Centre on Aging (Concordia University)
	Provincial (Outside Quebec)	Fédération des aînés et des retraités francophones de l'Ontario (FARFO), Rendez-vous des aînés francophones d'Ottawa, Retraite en action (REA), Saskatchewan Seniors mechanism
Physically active lifestyle	National (Canada)	Sports Documentation Centre (SIRC)
	Provincial (Quebec)	Espace Muni, Lucilab, Capsana, Montréal physiquement active
Injury/illness prevention	National (Canada)	Parachute Canada

Characteristics of participants



		%
Type	Men	20,7
	Woman	78,7
	Other/Prefer not to answer	0,6
Age groups	50 to 59 years old	25,7
	60 to 69 years	39,9
	70 to 79 years	28,8
	80 to 89 years	5,2
	90 and over	0,3
	Prefer not to answer	0,1
Education	Secondary and less	10,9
	CÉGEP or trade school	22,6
	1 ^{er} university degree or more	66,5
Residence	Quebec	76,7
	Canada (outside Quebec)	21,9
	Undetermined	1,4
Typology of the living environment	Urban	64
	Rural	12,6
	Undetermined	23,4
Type of home	Personal residence	95,6
	Residence for the elderly	2,4
	Undetermined	2
Illness(es) restricting exercise	0	76,0
	1	16,0
	2	4,0
	3+	4,0

Assumption

S

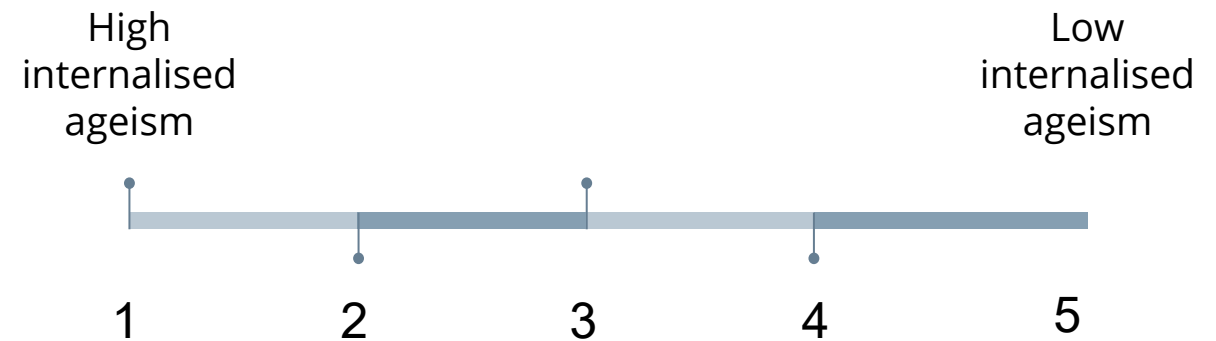
- \uparrow age \approx \downarrow media representation
- \uparrow internalised ageism \approx \downarrow physical activity
- Rx \approx \uparrow physical activity

Variables

- Minutes of physical activity
- Perception of the social norm
- Internalised ageism
- Willingness to try new activities
- Prescription - entourage support for the PA
- Number of health conditions that limit physical activity

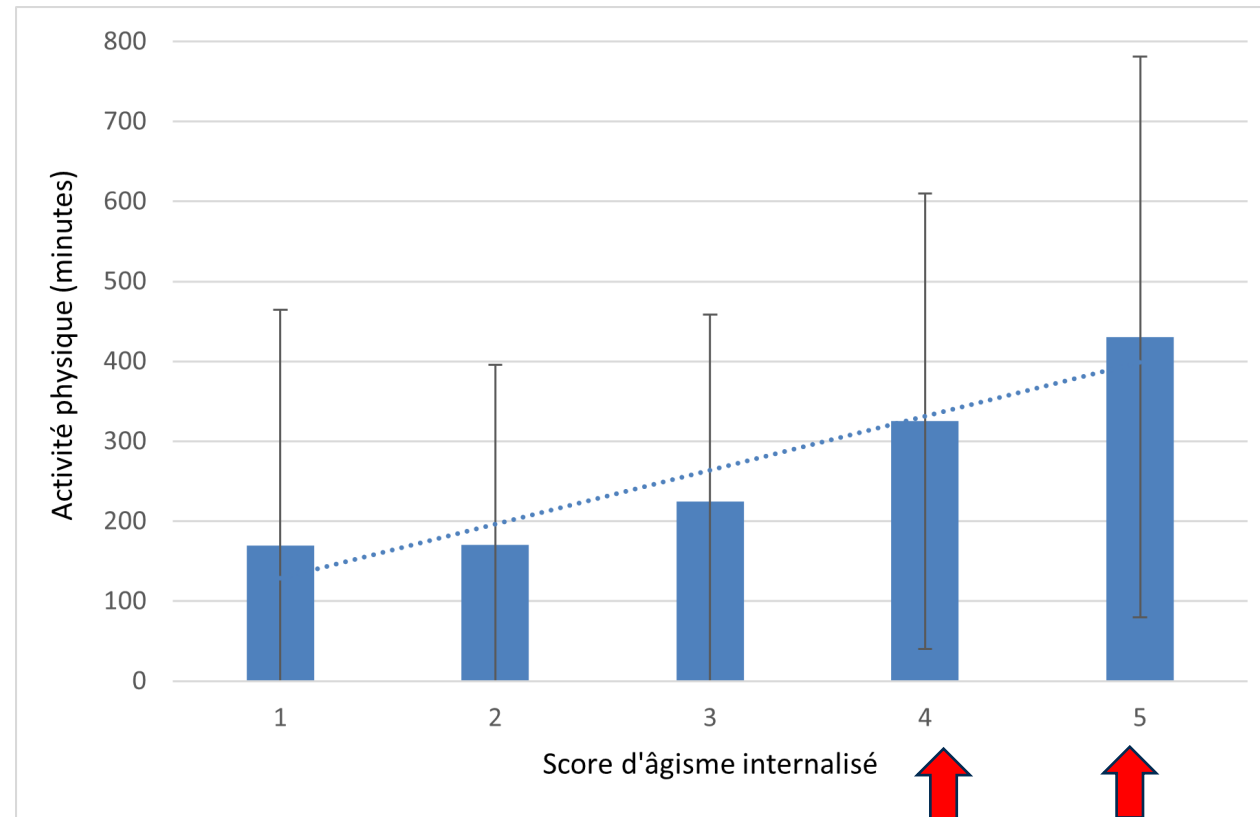
Internalised ageism score

1. My age prevents me from doing things I'd like to do
- ~~2. I don't consider myself old~~
3. Old age is a period of illness
- ~~4. I'm afraid my health will deteriorate as I get older~~
5. At my age, you're too old to be physically active
6. At my age, we're too old to try new physical activities | sports
7. At my age, I risk injuring myself if I take part in physical activity or sports.

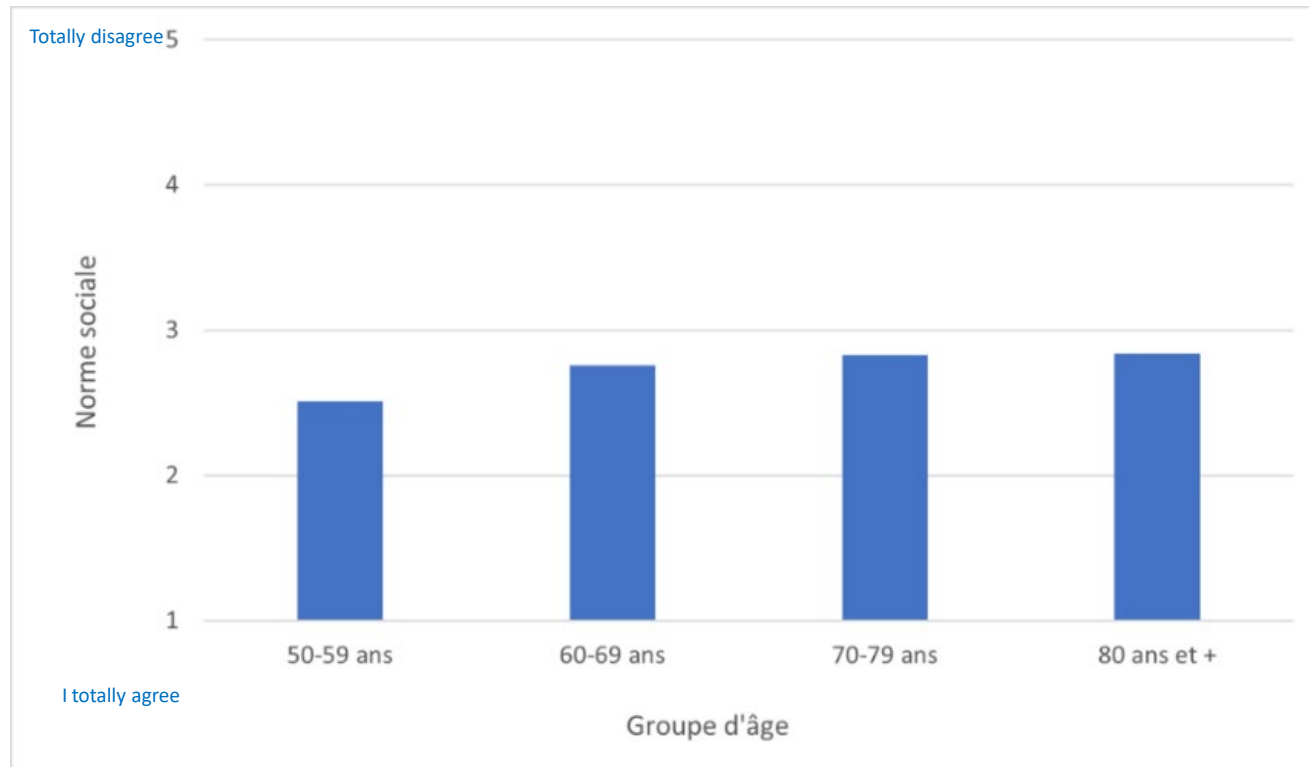


- Validated tool from van der Host (2019)
- Team additions

Average weekly time spent on physical activity according to internalised ageism



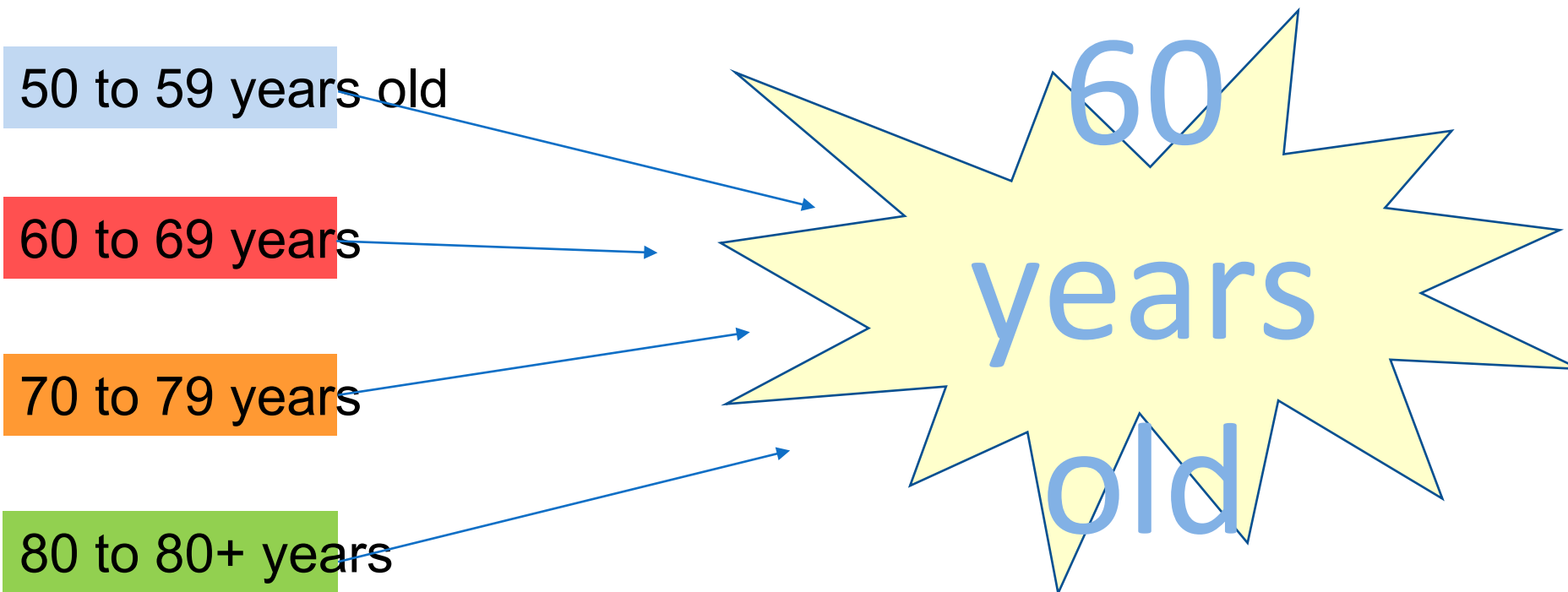
Perception of a social norm favourable to physical activity, by age group



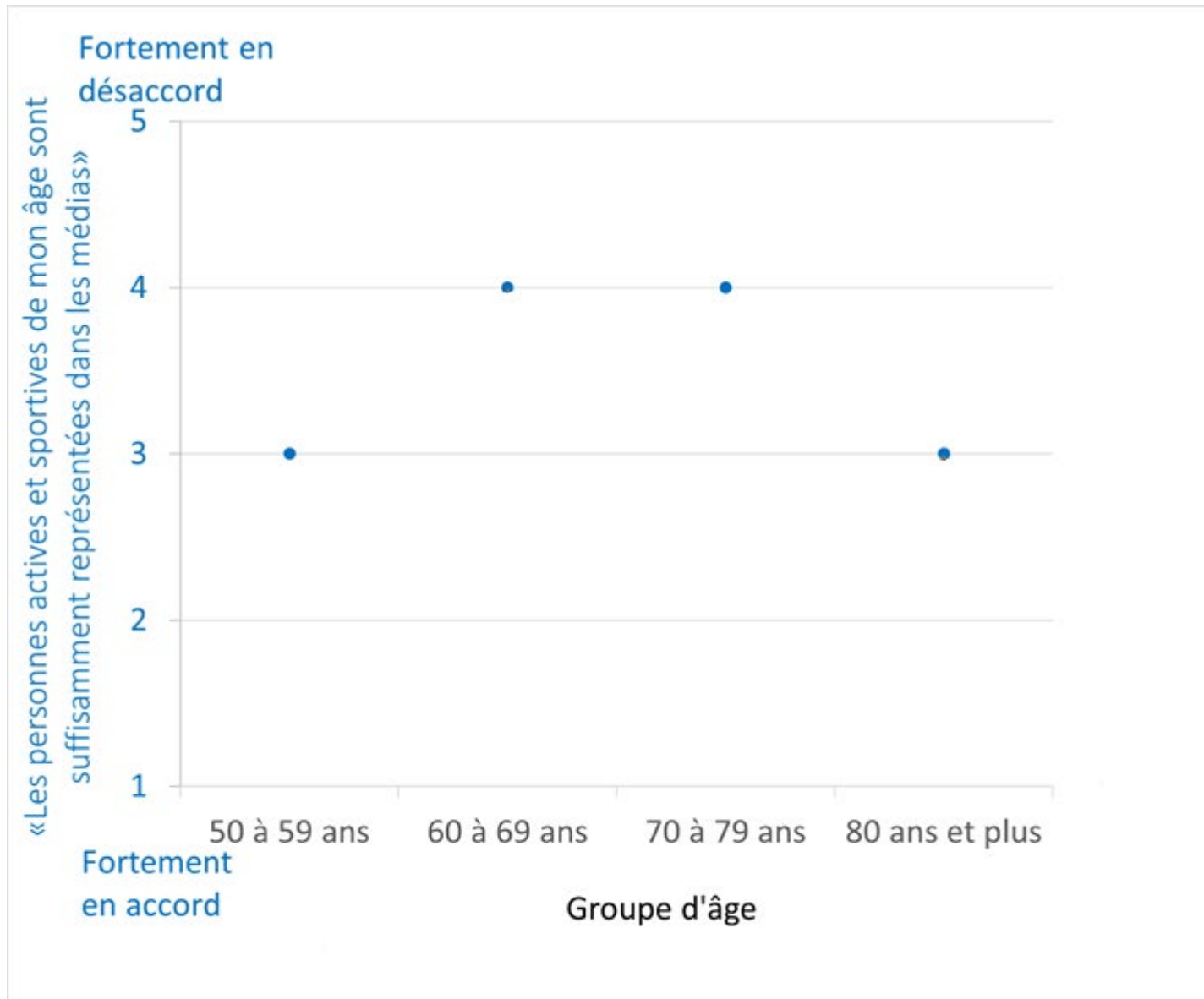
*The mean difference is significant at the 0.05 level.

At my age, physical activity is not valued or encouraged by society.

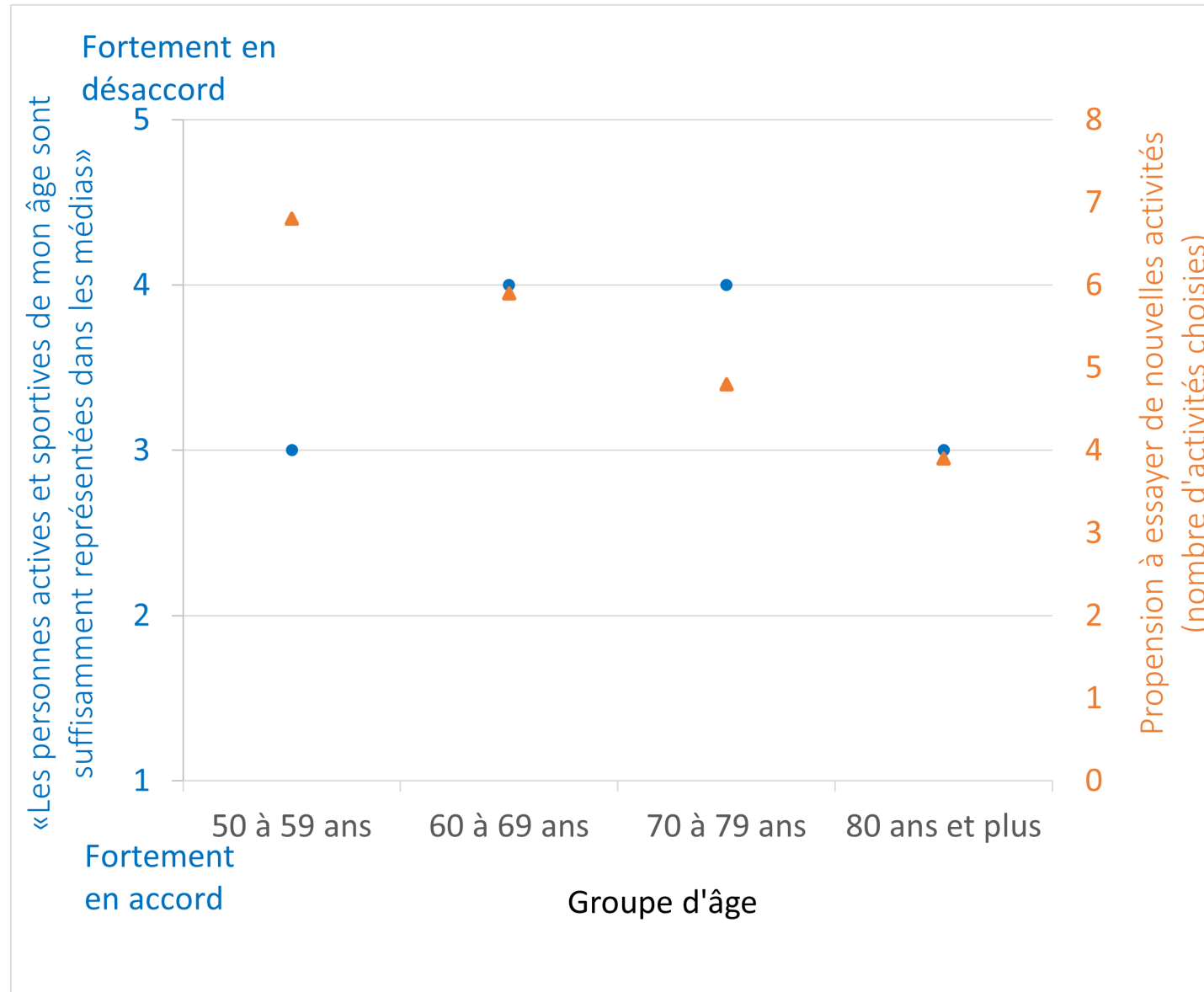
"In general, what age do you give to seniors who feature in the promotion and advertising of service offerings or the sale of sports equipment?"



Assessment of media representation by age group

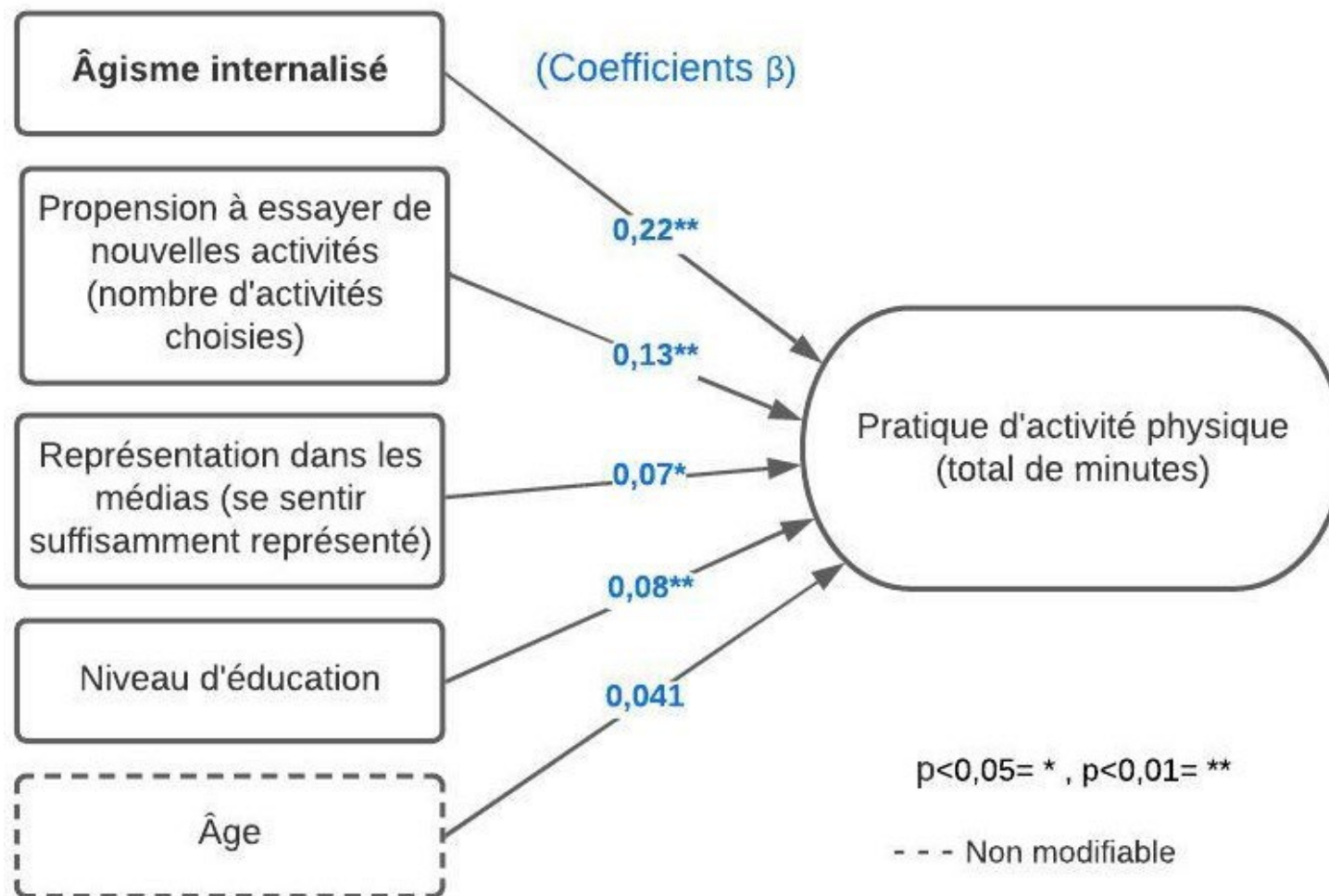


Interest in trying out new activities for different age groups

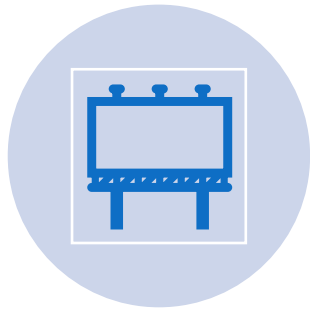




Internalized ageism score best predicts minutes of physical activity



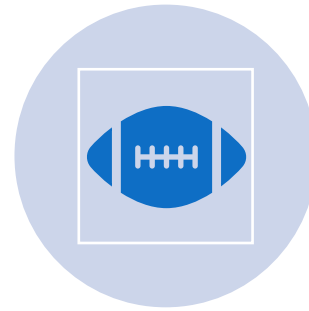
Messages to remember



People aged between 60 and 80 feel invisible in promotional campaigns, advertising of services or sales of sports equipment.



They do not perceive a social norm in favour of sport and physical activity.



Despite the models, they are interested in trying out new physical and sporting activities. Invite them before they start to see their own ageing in a negative light!



Thank you for your attention!

Credits :

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