

FIVE-STEPS to **ACTIVE OPTIONS**



Goal: Enroll communities in *Active Options* in order to increase knowledge of physical activity programs available to older adults across the state and help connect older adults to those programs.

Step #1: Identify community champions and form local *Active Options* work groups

- Form group in each county/community to guide the Active Options rollout
 - Area Agencies on Aging can play a pivotal role in initial organization
 - Local *Active Options* groups may be existing groups, e.g., local Healthy Carolinians group, Physical Activity and Nutrition Committee, Council on Aging subcommittee
 - Alternatively, working group may be formed specifically for rollout
 - Consider bringing together representatives from a range of organizations, e.g., YMCA, Rehabilitation Centers, Churches, This strategy allows community champions to share the workload with other group members while also gaining points of contact with different segments of the target population.
- Working group roles
 - Plan rollout, including publicity, monitoring, validation and dissemination to the public
 - Review and approve (validate) database submissions
 - Monitor overall progress and make changes as needed
 - Determine means of sharing information with the public
 - Older adults
 - Professionals
 - Planners

Step #2: Gather information pertinent to planning rollout

- Identify your county/community characteristics and resources that may influence plans.
 - Rural or urban
 - Ethnic diversity
 - Barriers that may prevent activity providers from entering information into database, e.g., lack of access to computer
 - Number of physical activity providers that have to be reached
 - Best strategies for publicizing in your area
 - Media, mailing, telephone, health fairs, etc.?
 - Other PR campaigns?
 - Do you have the budget and materials?
- Break down county level efforts as necessary for largely populated areas, e.g., may need to have individual plans for varying municipalities

Step #3: Plan roll-out

- Develop county- and community-specific plans for publicizing *Active Options*
 - Write news releases and design posters, flyers or other materials
- Consider use of incentives for entering data, e.g., prizes from local merchants, write-ups and recognition of programs that enter their data
- Structure plan for launching and active data entry phases of the project
 - How can you reach all the providers that might serve older adults?
- Determine roles of work group members and member organizations. Note that validation in particular can be labor intensive and will require careful review and possibly contacting providers in the event of questions.

Step #4: Implement

- Conduct publicity campaign
- Monitor, review and approve (validate) database submissions
 - Establish schedule for reviewing and validating data.
 - Keep a record of problems providers and work groups encounter
 - Confer with *Active Options* Central in Chapel Hill as needed
- Meet with the members of work group and review progress, making adjustments as needed
- Determine means of sharing information with the public, health and human service professionals and others who may be interested
 - Periodic press releases
 - Presentations
 - Flyers
 - Demonstrations
- Determine how best to ascertain if the website is being used and by whom

Step #5: Evaluate

- How effective was the campaign in reaching and enrolling a broad spectrum of physical activity programs?
 - How many providers were contacted, and how many responded?
 - What were the characteristics of providers who did not participate?
 - How might they be reached in the future?
- What do work group members think about the effectiveness of the group?
 - What could be done differently?
- What evidence is there that the program is being used?
 - By older adults?
 - By other adults?
 - By health and human service professionals?
 - By program planners?
- How can the group facilitate use of program data for program planning purposes?