

Involving Multi-sectoral Partners to Increase Physical Activity for Women 55–70

Getting more women 55–70 physically active in a community is the collective responsibility of all partners. Creating the widest network will have the greatest impact because partnerships allow groups to do more together for the people in their community. Through partnering you have access to more resources, varied expertise and diverse networks to communicate and promote initiatives.

Who are Your Partners?

Access Partners

Access partners can give you access to groups or individual women 55–70. Through these partners you are able to raise awareness of the importance of physical activity and related opportunities available in your community.

Examples of access partners: retired worker associations (e.g. teachers associations); workplaces; women's organizations; flu shot clinics; pharmacies; grocery stores; health professionals (e.g. doctors, physiotherapists); women's centres and women's shelters; adult learning centres; community associations; church groups; etc.)

Support Partners

Support partners provide support for groups and organizations that deliver physical activity programs or services. Working with support partners can allow you to capitalize on their expertise or good will and do more with these additional resources.

Examples of support partners:

- **Businesses** – financial or in-kind support through donating merchandise, providing staff or sponsorship.
- **Schools, churches, offices, military bases, malls, etc.** – access to gyms, fitness facilities, halls, places to walk, etc.
- **Libraries** – pedometer lending programs
- **Provincial/territorial/federal governments and foundations** – community grants for physical activity and sport development.
- **Organizations** – education or training around different health conditions (osteoporosis, arthritis, depression, etc.) or social issues (low income, cultural issues, etc.).
- **Health professionals** – referrals for physical activity (e.g. doctors, public health) and training on safe techniques or adaptations (e.g. physiotherapists, chiropractors)
- **Media** – TV, radio and print communication access to promote and educate

Program Partners

Program partners deliver physical activity programs or services. Working with program partners allows you to offer a greater variety of physical activity and sport options for women 55–70.

Examples of program partners:

- **Organizations and associations** – deliver and manage physical activity programs, events or services for their members, clients and the general public (e.g. heart and stroke, churches, cultural associations, YMCAs, seniors centres, etc.)
- **Workplaces** – many workplaces have on-site facilities and offer programs
- **Municipal/regional recreation departments** – deliver physical activity/sport programs and manage facilities
- **Municipal/regional public health departments** – deliver physical activity programs
- **Private fitness clubs** – access for members to physical activity programs, fitness facilities, private trainers, etc. (e.g. Florida Fitness, Curves, etc.)

- **Sport clubs and leagues** – deliver sport opportunities to their members
- **Provincial/territorial/national government departments and not-for-profit organizations** – deliver programs and provide valuable resources

Working with Partners

Partnering with others takes time and is not always easy so plan to be flexible and open to new ideas.

Steps to get you started:

1. Develop your draft business case.
2. Brainstorm on who your partners should be- access, support and program partners. You should have partners from each group. It is also important to include women 55–70 as partners.
3. Meet with each partner individually to share your business case, why you think their involvement is important and what you see as their role. This personal effort will be appreciated.
4. Once you have confirmed your partners, include their involvement in your business case, set up a partners meeting to share the overall plan and begin implementation.

Successful Partnering Tips

- Communicate and involve partners regularly so they feel engaged
- Recognize and thank them often for their contributions
- Be on the look out for new partners and encourage existing partners to do the same
- Partner with women 55–70 on all aspects of your initiatives, including meetings with potential partners to help make your case



May 2008

Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) Tel: 613-562-5667

For more information on the CAAWS Women 55–70 and Physical Activity project please contact caaws@caaws.ca or visit the website at: www.caaws.ca/women55plus/index.cfm

Production of this fact sheet has been made possible through a financial contribution from the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.