

Developing Physical Activity Programs, Services and Environments for Women 55–70: A Checklist

This checklist was designed to help you develop physical activity programs, services and environments for women 55–70. The checklist provides a summary of the main areas covered in other tools and resources and makes reference to them for additional information. Use this checklist as a reference to ensure you have considered all aspects before starting your physical activity initiatives for women 55–70.

- **Involve women 55–70 in ALL ASPECTS of your planning, implementation and evaluation**
– don't do it to us, do it with us!
- **Develop a business case for your women 55–70 initiative**
the *Making the Case: Physical Activity and Women 55–70* document, *Building Your Case: Physical Activity and Women 55–70* and *Evaluating Physical Activity Initiatives for Women 55–70* fact sheets can help.
- **Meet with women 55–70 to share the business case, obtain their feedback and secure their partnership**
the *Organizing Focus Groups and Community Consultations* fact sheets can help.
- **Meet with potential partners to share your business case and secure their involvement**
the *Involving Multi-sectoral Partners to Increase Physical Activity for Women 55–70* fact sheet can help.
- **Assess the built environment of your community and facilities to determine what needs improvement to increase physical activity opportunities for women 55–70**
the *Addressing the Built Environment to Encourage Physical Activity for Women 55–70* and *Structuring Physical Activity Programs, Services and Environments to Address Barriers for Women 55–70* fact sheets can help.
- **Assess your current adult and older adult programs and services to determine if women 55–70 attend and if anything should be modified to encourage greater participation**
the *Structuring Physical Activity Programs, Services and Environments to Address Barriers for Women 55–70* and *Physical Activity Investment for Women 55–70* fact sheets can help.
- **Assess your staff capacity and determine if additional training is needed to deliver physical activity initiatives for women 55–70**
the *Building Capacity to Deliver Physical Activity Programs, Services and Environments for Women 55–70* fact sheet can help.
- **Assess your current marketing and communications initiatives to determine if they should be modified to target women 55–70**
the *Marketing and Communicating Physical Activity Initiatives for Women 55–70* fact sheet and the *Women 55–70 in Sport and Physical Activity Images DVD* can help.
- **Plan and implement your new, adapted or modified physical activity initiatives for women 55–70**
the *Structuring Physical Activity Programs, Services and Environments to Address Barriers for Women 55–70*, *Physical Activity Investments for Women 55–70*, *Addressing the Built Environment to Encourage Physical Activity for Women 55–70*, *Marketing and Communicating Physical Activity Initiatives for Women 55–70*, *Building Capacity to Deliver Physical Activity Programs, Services and Environments for Women 55–70* and *Involving Multi-sectoral Partners to Increase Physical Activity for Women 55–70* fact sheets and the *Physical Activity and Women 55–70 Focus Group Report* can help.
- **Develop an evaluation strategy for your initiative so you can regularly monitor progress**
the *Evaluating Physical Activity Initiatives for Women 55–70* fact sheet can help.
- **Share your successes and lessons learned by regularly updating your partners and other key stakeholders (including CAAWS) on your physical activity initiatives for women 55–70** – share an inspirational story at <http://www.caaws.ca/women55plus/stories/index.cfm>.



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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

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