

Marketing directly to and communicating effectively with your target audience is essential if you are going to attract them to your programs and services. When targeting women 55–70 here are some things to consider.

## Communicating Programs and Services

**Photos:** It is important for women 55–70 to see themselves portrayed in active healthy ways in graphics, photographs and illustrations. This helps normalize physical activity participation for both the women and society. The new CAAWS photo DVD *Women 55–70 in Sport and Physical Activity Images* provides a variety of photos you can use.

**Testimonials:** Including testimonials is an excellent technique that allows women 55–70 to understand what is possible. Be sure to include a range of testimonials from everyday women with a focus on how they have overcome challenges.

**Describe:** Provide women 55–70 with more information than just the time and place to help them make informed decisions. Outlining the expected skill level, social opportunities, what to wear and the average age of participants is helpful.

**Communicate Solutions:** Anticipate any potential barriers that might prevent women from participating, and present positive solutions, activities or tools with contact information so women 55–70 can get started right away.

**Build capacity:** Developing effective marketing techniques and communication materials requires dedicated effort. Provide staff training on advertising, slogans, messages, social marketing and how to work with media.

## Spreading the Word

**Invite:** Instead of sending out generic flyers, invite women 55–70 to attend (verbally or in writing). Being invited adds a personal touch and makes everyone feel special, don't underestimate the power of the invitation.

**Word of Mouth:** Word of mouth is the best way to communicate opportunities to women 55–70. Peer recommendations carry a lot of weight so encourage your current participants to bring friends or spread the word to others about your programs or services.

**Demonstrations:** Encourage women 55–70 to learn more about your programs and services by offering free demonstrations. These try-it sessions should be fun, interactive and include registration options so they can sign up right away if they are interested.

**Outreach:** To ensure your message reaches women 55–70 make an effort to go to them. Set up displays in grocery stores, lobbies or during flu shot clinics, and provide information sessions in apartment buildings, churches or community centres.

**Media:** Women 55–70 access information in a variety of different ways so plan to structure communications with this in mind. Develop communications for TV, radio and print, utilize local newspapers where possible, develop websites where information can be found and send out personal invitations or emails.

## Marketing and Communications Partnerships

- The onset of chronic conditions often mobilizes people to live healthier lives. Take advantage of this opportunity by linking with associations or health professionals to encourage physical activity as a healthy option.
- Partner with media outlets to increase positive coverage of physical activity and sport involvement by women 55–70. This will inspire more women to be active and increase their profile as active, healthy members of society.
- Work with partners to ensure materials are translated and distributed in many languages.
- Host health fairs with stakeholders (health professionals, pharmacists, recreation, etc.) to communicate programs and services.
- Offer to be a guest speaker at events involving women 55–70.
- Develop and provide physical activity information (including how to register) to all stakeholders to distribute to women 55–70. Hearing the same message from different partners has an impact.

## Wording No Nos

- Use the word fitness instead of exercise. People see the word exercise and feel it will be just like the gym class that they hated as children.
- Women 55–70 do not identify with the terms senior or older adult. Identifying them through an age range (55–70) instead is more widely accepted and works best.
- Use introductory not beginner to describe skills development or classes for totally new participants.

## Catchy Titles

**Move or Rust**  
**Seasoned Chicks**  
**FAB- Fifty and Beyond**  
**Walkers and Rollers**  
**Forever in Motion**  
**Building Better Bones**  
**Move More**  
**Vintage Chicks**



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

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