

Active Options: A Web Application to Help Seniors Locate Fitness Resources

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What is Active Options?

A web-based survey AND searchable database of community physical activity (PA) programs for older adults

- Step 1: Community organizations complete the survey to describe the activity programs they offer
- Step 2: The local Community Champion reviews the survey and adds it to the database
- Step 3: Older adults, health care providers and others search the Active Options site to find local programs

What is the purpose of Active Options?

To improve access to high-quality, senior-friendly physical activity programming.

- By helping older adults find the programs they want & need
- By helping organizations reach more potential participants - for free!
- By allowing physical activity programmers, researchers, and policy makers identify gaps in physical activity programming.

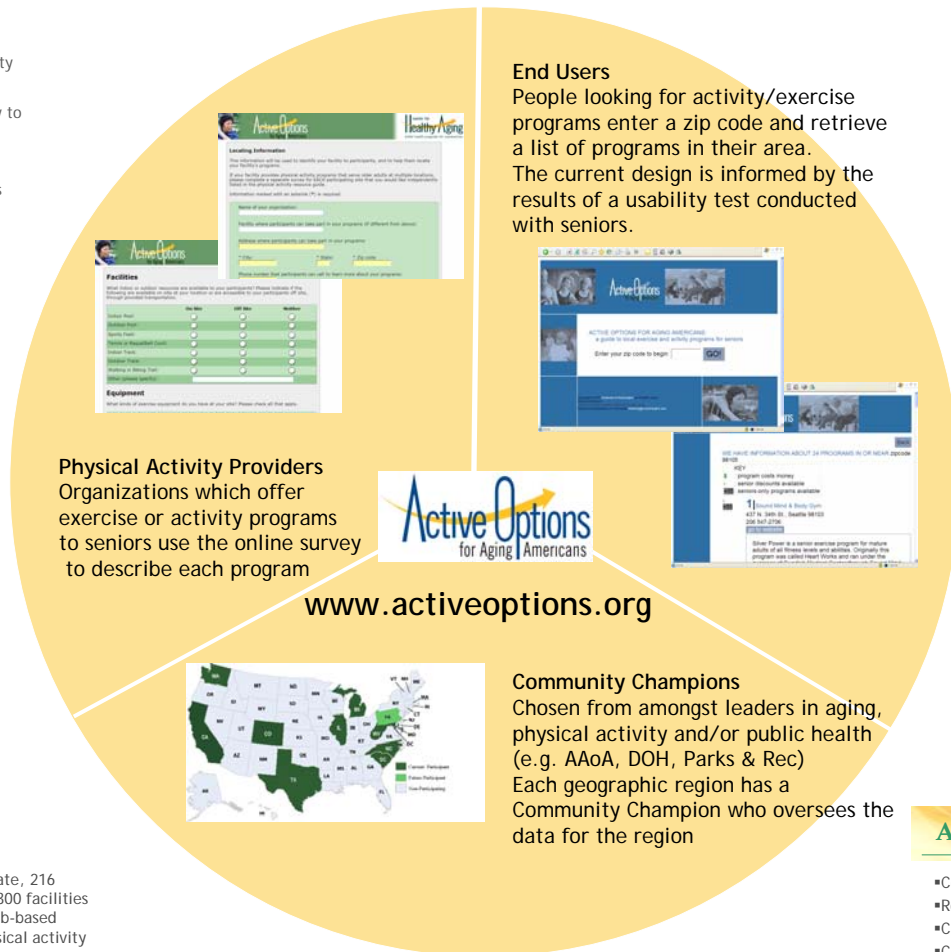
Physical Activity and Older Adults

- About 28-34% of adults ages 65-74, and 35-44% of adults ages 75 and older are inactive, not exercising, and engaging in no leisure time physical activities (Bylina et al, 2006).
- Between 1998 and 2004, physical activity participation was increasing for the entire 50+ age group. BUT, recent data comparing 2003 to 2004, show that there was an across-the-board decline in physical activity among people 50 and older (AARP, 2005).

Results and Conclusions

The project began beta testing on January 1, 2006. To date, 216 organizations from 14 states have entered data for over 300 facilities. We conclude that it is feasible to build a centralized, Web-based application for collecting information nationwide on physical activity resources.

This model has potential for broader applications across health promotion programming topics (e.g. chronic conditions, family, child health)



End Users

People looking for activity/exercise programs enter a zip code and retrieve a list of programs in their area. The current design is informed by the results of a usability test conducted with seniors.

Physical Activity Providers
 Organizations which offer exercise or activity programs to seniors use the online survey to describe each program

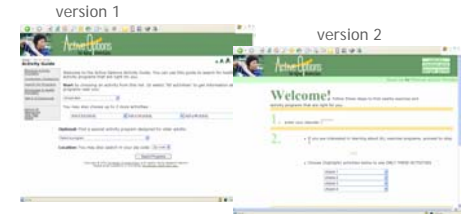


www.activeoptions.org

Community Champions

Chosen from amongst leaders in aging, physical activity and/or public health (e.g. AAoA, DOH, Parks & Rec) Each geographic region has a Community Champion who oversees the data for the region

Active Options Usability Test



Early designs were conceptually confusing. The current design makes minimal initial demands (a user simply needs to enter a zip code). Our experiments with a map interface were well-received and we plan to incorporate maps in future designs.



Active Options partners

- National Council on Aging (NCOA)
- PRC Healthy Aging Research Network (PRC-HAN)
- Comprehensive Health Education Foundation (C.H.E.F.)

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