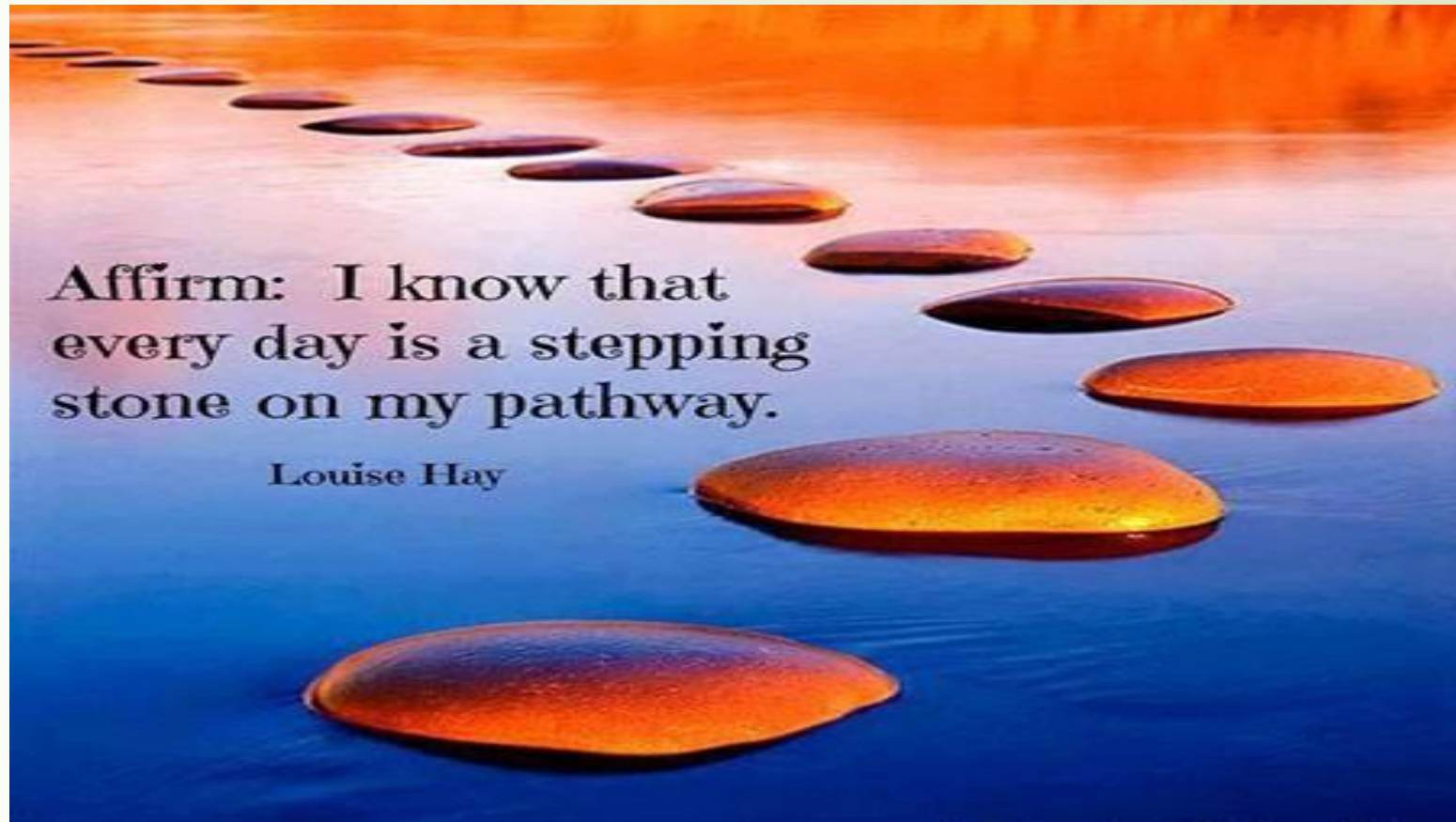


Active for Life & The Masters Games

1



Presentation Overview

2

1. Introductions
2. Active for Life Background
3. Older Adult Research & Trends
4. New Durable by Design Publication
5. Masters Sport – the what, why, how
6. Case Study – Americas Master Games 2016 in Vancouver
 1. History of the Games
 2. Plans for Vancouver
7. Questions and Answers

Michelle Silver
Assistant Professor
Health Studies

mpsilver@utsc.utoronto.ca

Research Interests include:

- Gerontology
- later life transitions
- work identity and retirement
- health information seeking behaviors
- attitudes toward aging
- physical literacy, exercise & chronic conditions



Thomas Jones

Consultant and Sport Leader (tdjones7@shaw.ca)

BSc / MBA



- Director of Partnerships & International Relations, S4L Society
- Event Director, Americas Masters Games 2016
- Former CEO of Commonwealth Games Canada and Athletes CAN
- Olympian 1984 & Professional athlete
- Athlete Development Mgr in BC Govt / Exec Director in Australian sport system
- President of Volleyball BC (volunteer)

Clay Melnike... Planner, Trainer & Sport Consultant

- BA & Masters
- 10 years in Mun. & Prov. Government Sport
- Marketing Minds International 25 years
- CSCO - Ontario Sport Councils – 4 years
- Taught 2 sport management courses in Kufstein Austria in 2013
- Pan Am/Para Pan Games – Event Organizing for Wheel Chair Tennis
- Teach Sport and Recreation at Humber College
- Aboriginal Sport Development in Ontario & Canada – Planner & Regional Manager
- Attended NAIG 2014 in Regina as a Volunteer
- National Trainer CS4L
- University of Toronto & CS4L – Evolution of Ageing & Physical Activity Research
- Soccer & Hockey Coach for over 20 years



Case Study: Clay Melnike's Eye Injury

On August 2012 hit in the left eye by a squash ball. Clay was a fit 55 year old competitive athlete who worked out regularly and played a variety of sports – squash, tennis, hockey, curling, skiing and biking.

- First 4 Months: 2 eye surgeries with no activity
- Month 4–6: Cleared to do yoga and long walks
- At Month 6: Eye is not responding... less than 20% sight in left eye
- Month 7: was cleared to go back to safe activities
- Month 8 : Clay had to make a lifestyle decision: What sports will he do?
- Clay made a decision to try and regain his activity level with support from coaches and health professionals – He had to go back to learning basic movement skills
- After 18 months of hard work, Clay was able to regain his activity level in all sports with the exception of hockey. He is in better shape and 10 pounds lighter.

Active for Life Background

7

- Active for Life is a stage within Long-Term Athlete Development
- To date the physical literacy movement has been geared towards children and youth. Multiple sectors have come together around this age group.
- With an aging population in Canada, it is becoming necessary for adults, as they grow older and experience life challenges and traumas in their life, to be prepared and have tools to help them stay as active and healthy as possible.
- Launch of the Active for Life: Durable by Design document at Summit 2016

New Resource

8

Active for Life: Durable by Design



Download
with QR code



#CS4LSummit
@S4L_SPV



Sport for Life

Project Team

- **Scott McRoberts**
- **Michelle Silver**
- **Clay Melnike**
- **Parambir Keila, MD**
- **Julie Pollock**
- **Heather Daly**
- **Paul Jurbala**
- **Jim Grove**
- **Andrea Carey**





SENIOR CURLING

Stick Curling - Recreational Curling - Sturling



The Woodstock Golf and Curling Club
offers a variety of curling opportunities

every Wednesday and Friday at 2PM (beginning Wed Nov 19)

\$5 Pay as You Play OR by Curling Membership

Everyone Welcome – No Experience Required

All equipment provided - Please wear clean boots or running shoes

This activity is supported by:

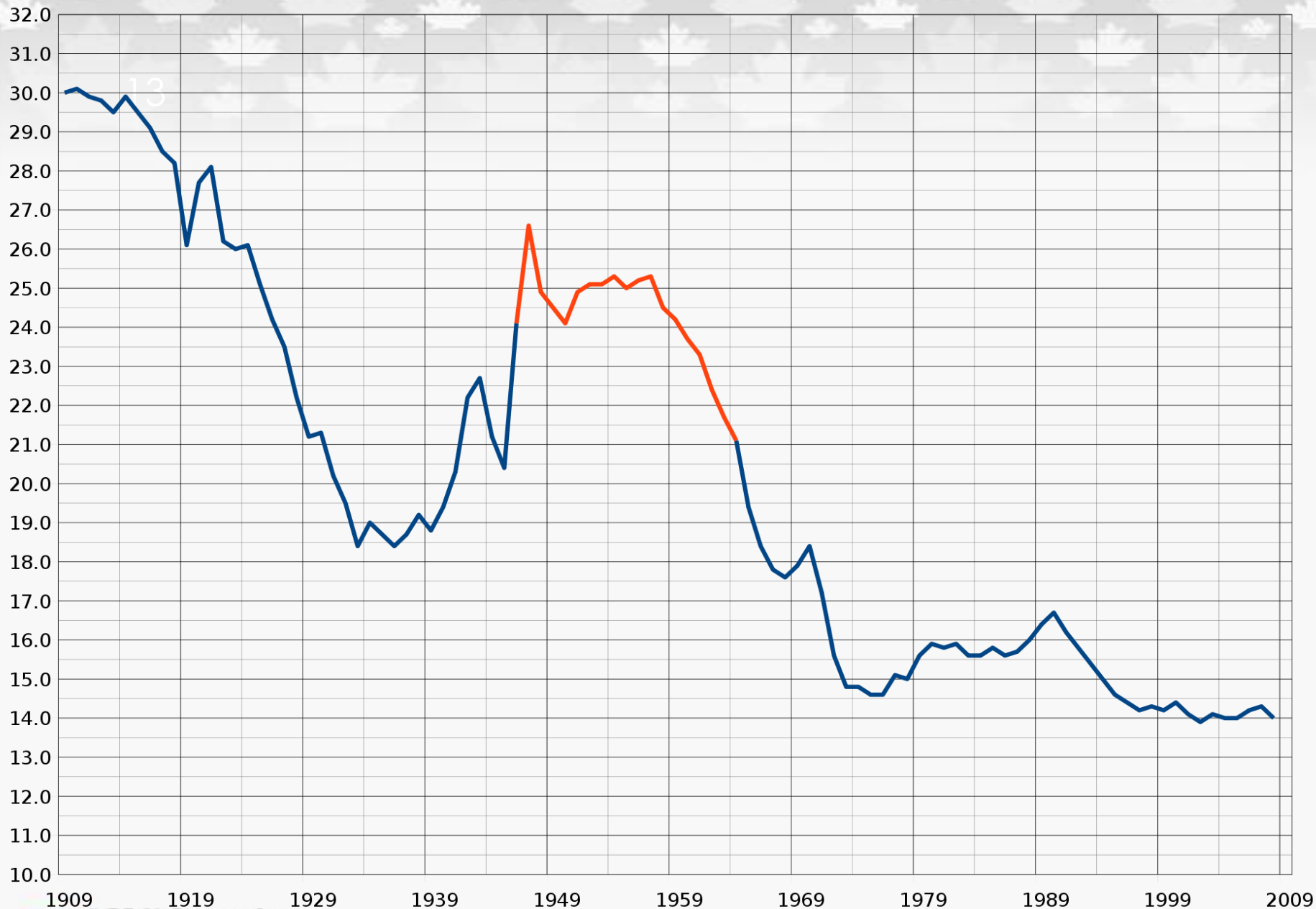


The Department of Healthy and Inclusive Communities
Active Communities Branch



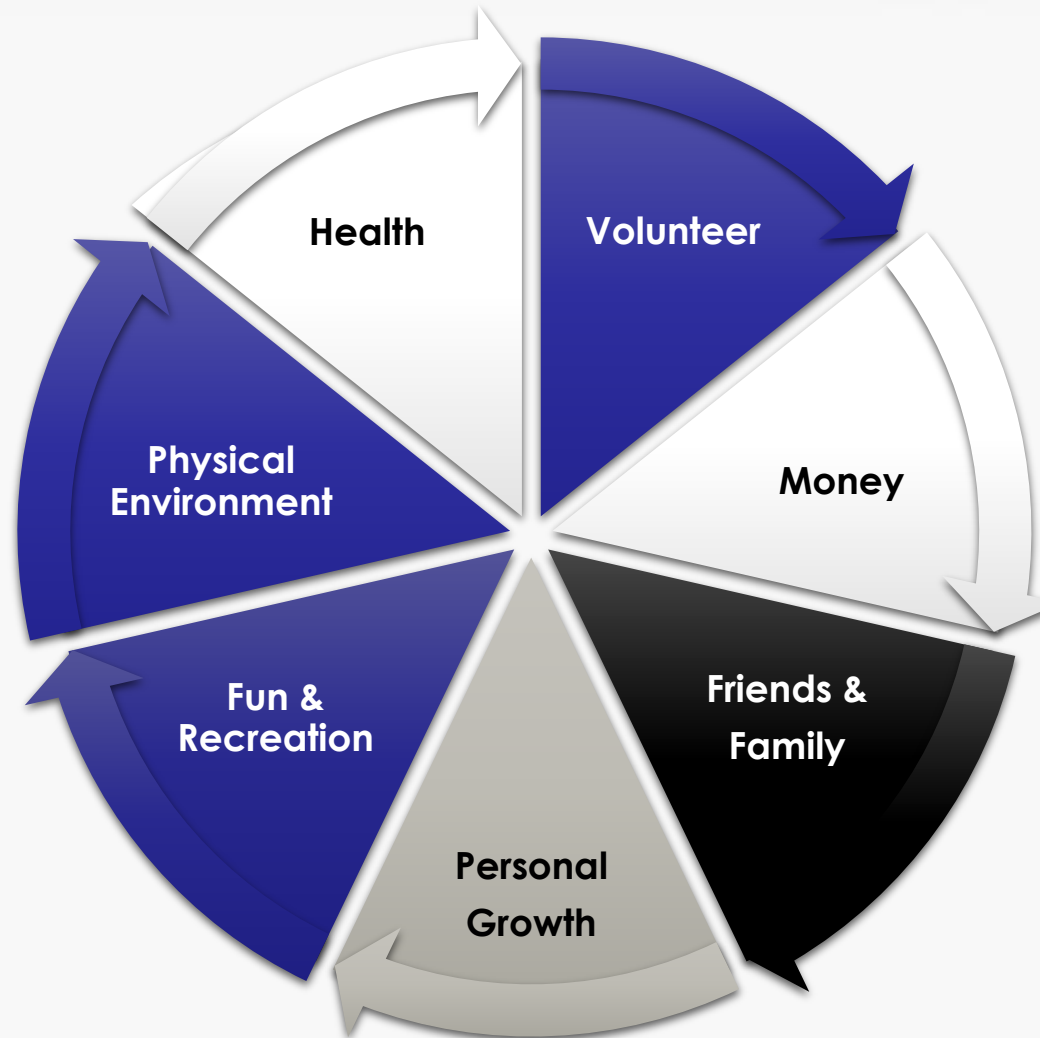
Woodstock Golf
and Curling Club

Project Research & Trends



Baby boomers are people born during the demographic Post–World War II baby boom between the years 1946 and 1964.

Older Adult/Seniors Wheel of Life

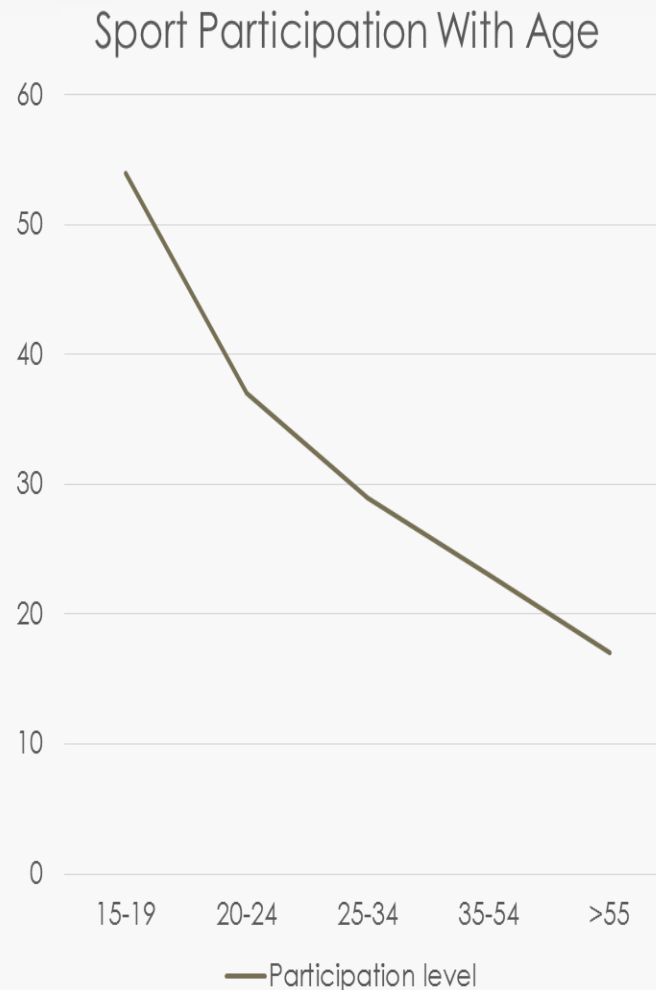


- As a group, they were the wealthiest, most active, and most physically fit generation up to that time, and amongst the first to grow up genuinely expecting the world to improve with time.^[1]
- They were also the generation that received peak levels of income, therefore they could reap the benefits of abundant levels of food, apparel, retirement programs, and sometimes even "midlife crisis" products. The increased consumerism for this generation has been regularly criticized as excessive.^[2]

1. Jones, Landon (1980), *Great Expectations: America and the Baby Boom Generation*, New York: Coward, McCann and Geoghegan

[2.Jump up^](#) Pinker, Steven (2011). *The Better Angels Of Our Nature*. P.524: Penguin. [ISBN 978-0-141-03464-5](#)

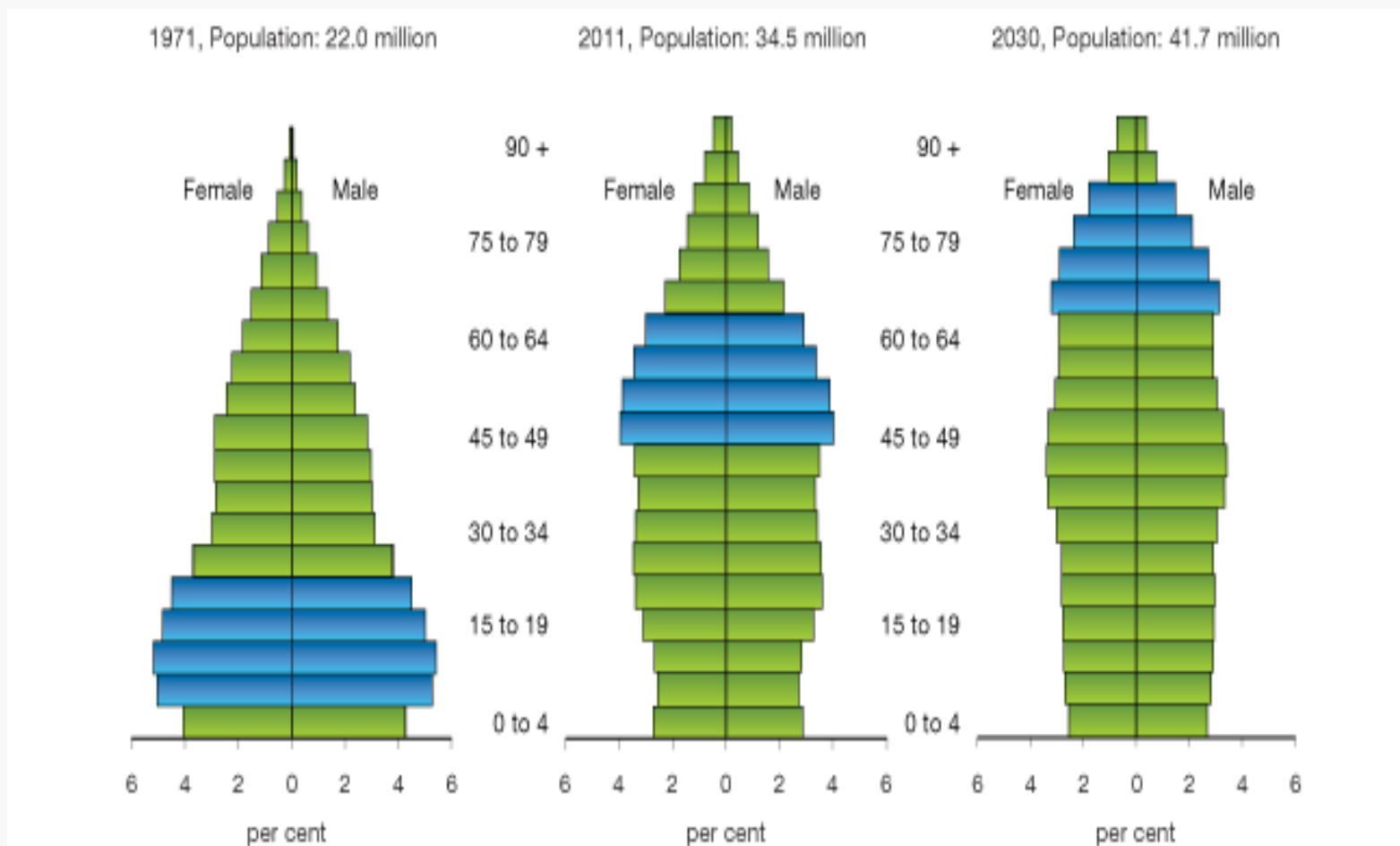
(non) Active Aging



- As Canadians age, they are progressively less likely to participate regularly in some form of sport
- The level of participation at all ages has declined over the past decade

Source: Canadian Heritage. Sport Participation 2010 Research paper. February 2013. Catalogue No. CH24-1/2012E-PDF

Canada is Aging



Growth in Masters Athletics

- There has been an explosion in interest among masters (age > 40) athletes in endurance sports
- The number of master-level marathoners in the US has climbed from 26% of participants in 1980 to over 47% today



Shifting the Paradigm

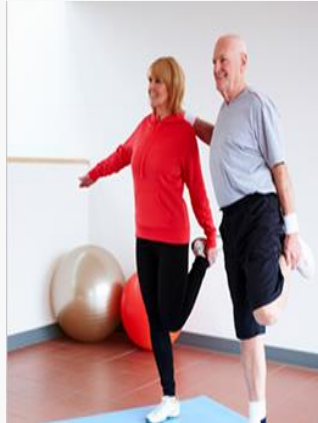
8 Active Ageing Factors:

- 1) Appropriate physical activity
- 2) Activity enhances cognitive function
- 3) Activity promotes psychological well-being
- 4) Activity promotes social connection
- 5) Embrace life transitions
- 6) Manage chronic conditions
- 7) Practice mindful nutrition
- 8) Physical literacy promotes durability

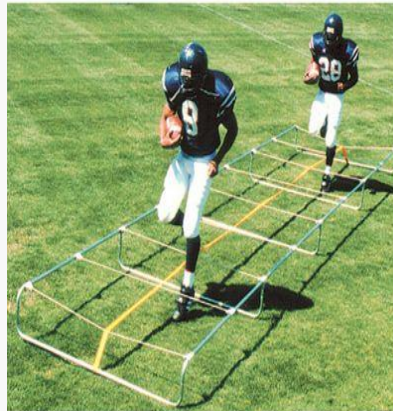
1) Appropriate physical activity



flexibility



balance

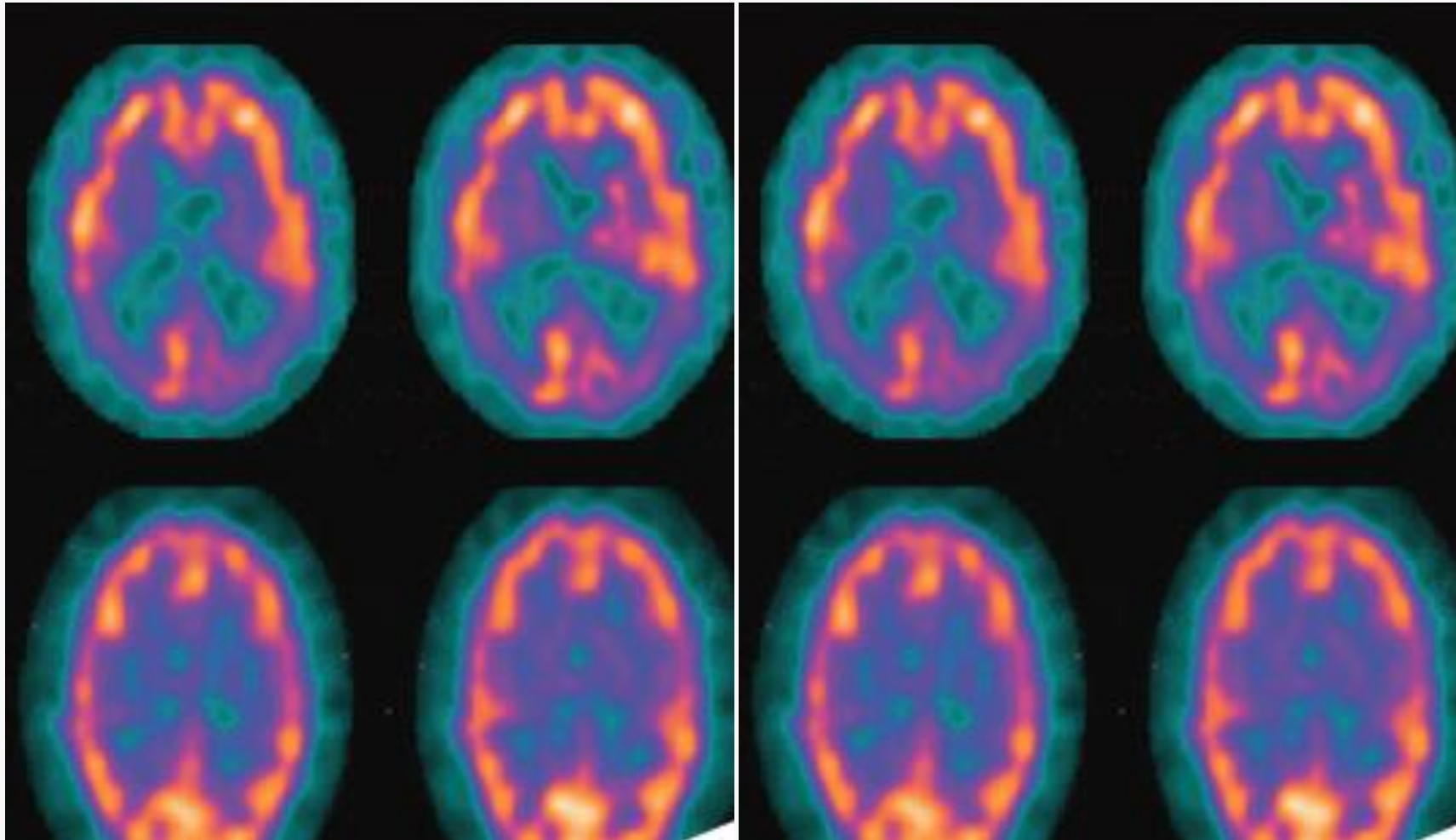


coordination



Cardiorespiratory
endurance

2) Activity enhances cognitive function



#CS4LSummit
@S4L_SPV



Sport for Life

3) Activity promotes psychological well-being



4) Activity promotes social connection



5) Embrace life transitions

**Average Retirement Age in Canada,
1976 to 2010**



Source: Statistics Canada, Table 282-0051.

6) Manage chronic conditions

- There are skills that can be learned to help you manage chronic conditions
- There are numerous benefits to managing chronic health condition with exercise
 - increase exercise tolerance
 - improved sleep
 - lower BMI
 - improved blood sugar control
 - and the potential to wean off medications

7) Practice mindful nutrition



- **Sarcopenia** is progressive loss in lean muscle mass, ranging from 3-8% per decade starting at age 30.
- It affects 30% of 50 year olds and 50% of 80 years olds.
 - Increasing total caloric intake, particularly protein
 - Current Recommended Daily Allowance (RDA) for protein in Canadian adults is 0.8 g/kg/day
 - New evidence recommends 1.2 – 1.5 g/kg/day
 - Protein should be distributed throughout the day, 20 g at a time

8) Physical literacy promotes durability

27



For a copy, visit:



or email Andrea Carey:
andrea@canadiansportforlife.ca



AMERICAS MASTERS GAMES 2016

A CASE STUDY



AMERICAS MASTERS GAMES

- August 26 to Sept 4 in Vancouver BC
- 25 sports
- Up to 10,000 athletes
- Key Stakeholders





AmericasMastersGames2016.com



5 ways that AMG Masters Games are unique

Games are open to everyone who meets the minimum age requirement and registers for their sport (or sports).

Athletes represent themselves, rather than country

Participants from several different countries may unite to form multi-national teams.

Participation doesn't require any qualification competitions or selection criteria.

Para-athletes can compete alongside, or in the same field of play, as able-bodied athletes.





BACKGROUND – why?

- Population Trends – people living longer
- Aging Factors
- Affluence, Time, Health Concerns
- Sport, Fitness, Active for Life
- Demand for Masters Sport





MOTIVATIONS – why?

- Athletes participate in Masters Games because:
 - Competition
 - Health benefits
 - Social Interaction
 - Destination and Travel
- Cities bid and host because:
 - Economic and Tourism Benefits
 - Reputation and Profile
 - Health and Sport Development impact on population



MASTERS SPORT

- Definition of Masters – 30+
- Masters Games
 - Single Sport
 - Multi Sport
- World Masters Games
- Regional Games
- National Games





WORLD MASTERS GAMES

- Founded in Toronto 1995
- Held every 4 years
- Past Hosts
 - Portland, Melbourne, Edmonton, Sydney, Torino
 - Upwards of 20,000 athletes from across globe





AMERICAS MASTERS GAMES 2016

- Backup for WMG Torino 2013 – scoping, viable
- Selected as inaugural host of AMG in 2014
- Planning began in Fall 2014
- AMG staff and org established in early 2015



Final Sports Program – Alphabetical

Archery
Athletics
Badminton
Baseball
Basketball
Curling
Cycling
Diving
Field Hockey

Golf
Ice Hockey
Judo
Karate
Lacrosse
Rowing
Rugby
Soccer
Softball

Squash
Swimming
Table Tennis
Tennis
Triathlon
Volleyball



Venue Selection

- One of the goals of the games is to create a fun and engaging multisport atmosphere
- Keeping all sports in clusters allows for a better creation of atmosphere
- We have selected 5 Key Venue Clusters to host a majority of Sports:
 1. UBC
 2. Vancouver Convention Centre
 3. Hillcrest
 4. Kitsilano
 5. Stanley Park

Venue Selection Map



1. UBC
2. Vancouver Convention Centre
3. Hillcrest
4. Kitsilano
5. Stanley Park

Scale –
Map Width is roughly
15 Kilometres

Americas Masters Games Video

➤ `<iframe width="1140" height="641"
src="https://www.youtube.com/embed/_qBfC98gduQ"
frameborder="0" allowfullscreen></iframe >`



AMERICAS MASTERS GAMES 2016

- Motivations to stage Games (benefits to pop, extension for PSOs, stakeholder impact, repeatable model for future)
- Delivery Model
 - Sport BC, Stakeholders, PSOs
 - Funding support (rego, public, sponsors)
- Key staff members
- Char and Ambassadors





Question and Answer Period





THE END



For a copy, visit:



or email Andrea Carey:
andrea@canadiansportforlife.ca

Contact Us....

- Clay Melnike –
marketingminds@rogers.com
416 873-2367
- Michelle Silver
mpsilver@utsc.utoronto.ca
416-287-5642
- Thomas Jones
tdjones7@shaw.ca / 778 879 4665