

Older Adults Strategy

2021 | #HealthyActiveCommunity



“One of our goals is to increase physical activity offerings to the older adult population. We plan on doing so in myriad ways, such as working with selected adult homes to develop plans to encourage and increase physical activity for the older adult population.”

HRH Prince Khaled bin Alwaleed bin Talal Al Saud

“It is important that our strategy covers all segments of our community, including older adults. We will ensure that physical activities for our adult population are safe and meet safeguarding standards and take into consideration any underlying conditions for our adult population.”

Shaima Saleh Al-Husseini





OUR **VISION** FOR OLDER ADULT SPORTS AND PHYSICAL ACTIVITY

“ To enable the older generation to
have healthy active lifestyles...

... thus achieving a 30% decrease in the prevalence
of physical inactivity for older adults by 2030 ”



CONTENT

- 1 WHAT DO WE KNOW ABOUT OLDER ADULTS?
- 2 WHY ARE WE FOCUSING ON OLDER ADULTS?
- 3 WHAT IS OUR NEW OLDER ADULTS STRATEGY?
- 4 WHAT ARE WE TRYING TO ACHIEVE?



1

WHAT DO WE KNOW ABOUT OLDER ADULTS?

OLDER ADULTS WORRY ABOUT THEIR HEALTH AND START FEELING ISOLATED DUE TO PERCEPTION OF DECREASE IN CONTRIBUTION TO THEIR COMMUNITY



Need care from family members since 28% of older adults have some form of disability



Need to pay extra attention to their health and physical wellbeing



Get used to a new norm as they become grandparents and pass into retirement years



Feel lonely and isolated, as they have less opportunities to socialize



Resist changing their daily habits due to perceived need to stick to pre-determined routines



1

WHAT DO WE KNOW ABOUT OLDER ADULTS?

WE HAVE IDENTIFIED THREE SUB-SEGMENTS UNDER THE OLDER ADULTS SEGMENT, WITH EACH POSSESING DIFFERENT CHARACTERISTICS

Older Workers

46%
(2.2mn)

- Busy with their daily jobs which limits time with family
- Start thinking and worrying about retirement and what's next
- Usually involved in sedentary work in their jobs

Older Housewives

32%
(1.5mn)

- Spend most of their day at home doing sedentary activities or house chores
- Take care of their families
- Enjoy socializing with other females

Retirees

22%
(1.0mn)

- Trying to get used to a new routine
- Have more leisure time
- Become less mobile and less energetic
- Spend most of their time with family and friends

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WHY ARE WE FOCUSING ON OLDER ADULTS?

INCREASING ACTIVITY LEVELS FOR OLDER ADULTS WILL RESULT IN SIGNIFICANT HEALTH AND SOCIAL BENEFITS



PHYSICAL

25% increased chances of preventing cardiovascular diseases and may increase life expectancy by **5 years**, hence minimizing medical attention required



SOCIAL

Improved quality of life by keeping older adults engaged in **social participation activities**, thus reducing social isolation



MENTAL

Regular physical activity tackles **depression** and minimizes **Alzheimer symptoms** and spread

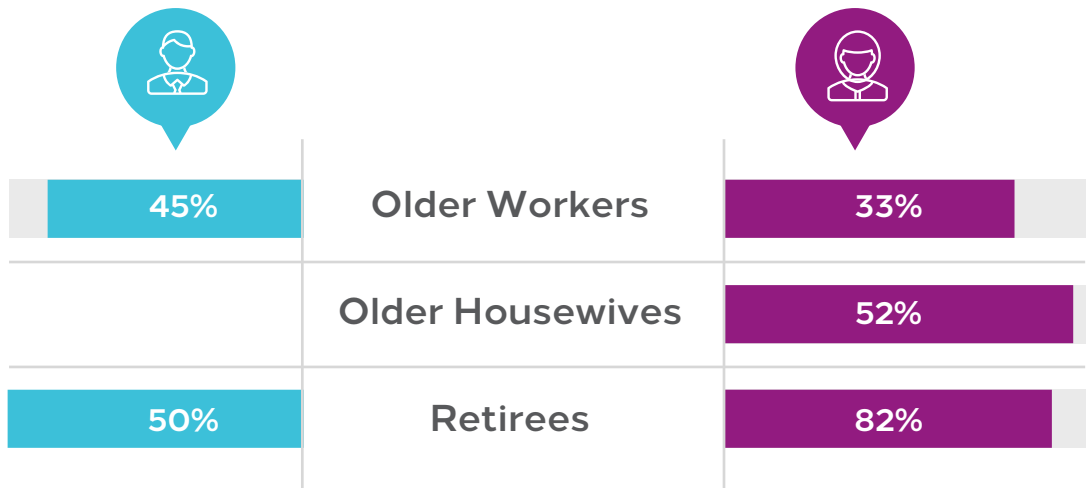


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WHY ARE WE FOCUSING ON OLDER ADULTS?

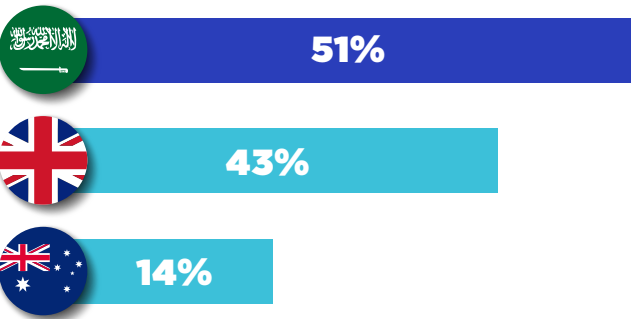
PREVALENCE OF PHYSICAL INACTIVITY IN THE KINGDOM FOR OLDER ADULTS IS HIGHER THAN BEST-IN-CLASS COUNTRIES

PREVALENCE OF PHYSICAL INACTIVITY BY SUB-SEGMENT



Source: SFA National Participation Survey 2020

Prevalence of physical inactivity* amongst older adults by country



*adults who do not meet WHO recommendation of 150 minute of moderate physical activity per week
Source: Sport England; Sport Australia, SFA National Participation Survey 2020

Key takeaways

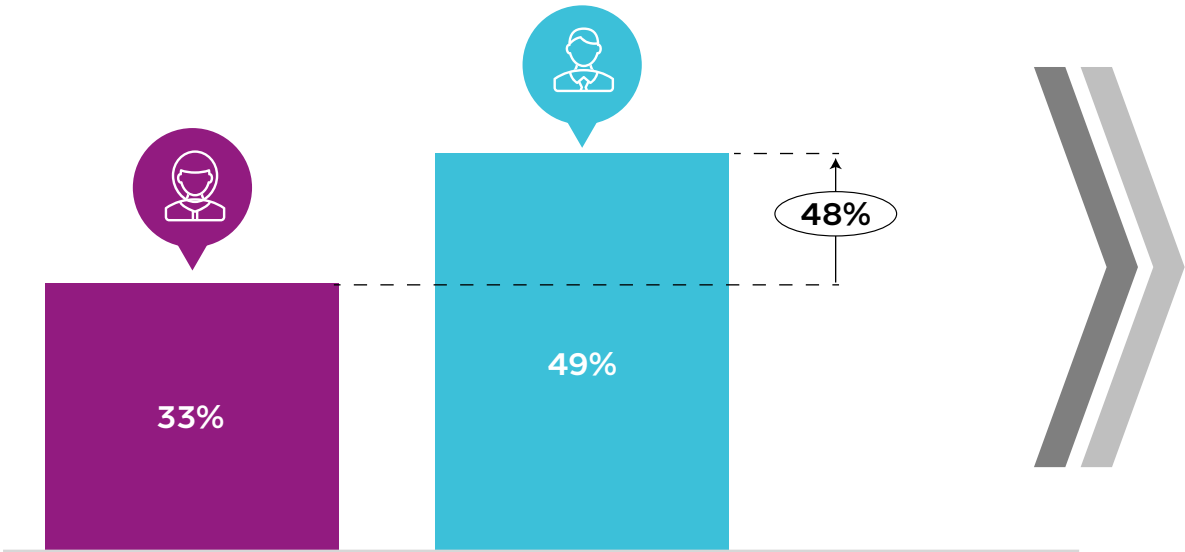
- There is a significant **drop in activity after retirement**, as older adults start perceiving physical activity as difficult despite having more time
- Majority of inactive females have **never participated in regular physical activity in their life**
- Female retirees have a significantly high physical inactivity levels as majority **have a disability**

2

WHY ARE WE FOCUSING ON OLDER ADULTS?

INCOME SIGNIFICANTLY IMPACTS OLDER ADULT PARTICIPATION IN EXERCISE WHICH IS A KEY FORM OF PHYSICAL ACTIVITY

% of older adults by household monthly income participating in exercise, '000 SAR



Source: SFA National Participation Survey 2020

Key takeaways

- Older adults are **most affected by** income amongst all segments
- This could potentially be due to specific needs which makes **exercising more expensive** (e.g., higher chances to become physically disabled if from low-income household)
- Lower income individuals usually have a limited knowledge about benefits of sports and physical activity
- This shows the **significant need** for **low-cost opportunities** for low-income groups and **clear communications of the benefits** of activity

2

WHY ARE WE FOCUSING ON OLDER ADULTS?

OUR INSIGHTS SHOW SOME KEY BARRIERS THAT NEED TO BE TACKLED TO INCREASE OLDER ADULT PARTICIPATION IN PHYSICAL ACTIVITY

Older adults spend most of their time on sedentary activities

25%

of older adults watch TV for more than 2 hours per day

71%

of older adults have very sedentary jobs

Older adult attitude towards physical activity is a major barrier

60%

of older adults are not interested in sports in general

19%

Of older adults do not exercise because they think their health doesn't allow it

Despite numerous social benefits, a limited number of older adults are part of a CSG

Only 7%

are part of Community Sport Groups

Older adults spend limited time actively walking or cycling to/from places

Only 24%

of older adults actively transport to and from places

Older adults exercise significantly less during the hot summer weather

46%

of older adults exercise less during the summer

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WHAT IS OUR NEW OLDER ADULTS STRATEGY?

OBJECTIVE 1

PROMOTE PHYSICAL ACTIVITY BENEFITS

Ensure older adults understand the positive impact even modest amounts of physical activity would have on their health and wellbeing



OBJECTIVE 2

INCREASE PHYSICAL ACTIVITY LEVELS

Increase physical activity levels by utilizing the motivation to spend time with family and staying connected with friends and the community



3

WHAT IS OUR NEW OLDER ADULTS STRATEGY?

OUR RESEARCH INDICATES THAT OLDER ADULTS HAVE SOME KEY NEEDS TO INCREASE THEIR PHYSICAL ACTIVITY LEVELS

Some activities are very popular due to their high accessibility

44%

of older adults practice walking or jogging monthly

Improving health is a key driver for older adults

49%

of active older adults started exercising to improve their health

Public spaces and homes are the most popular locations for exercise for older adults

46%

of active older adults exercise in public spaces

33%

of active older adults mainly exercise at home, especially females

The social aspect of physical activity is very important for older adults

49%

of older adults spend more than 4 hours per day with family

20%

of older adults think that family activities would motivate them to exercise more

18%

of older adults think that social activities are a key motivator

There is a strong demand for new activities

35%

of older adults would like to try a new sport

Malls are a popular destination

15%

of older adults spend more than 2 hours a day in malls

3

WHAT IS OUR NEW OLDER ADULTS STRATEGY?

THIS HELPED US IDENTIFY FOUR KEY DRIVERS OF
OLDER ADULT PARTICIPATION

HEALTH

1

Concerned about their health and regularly follow up with doctors, however there is limited involvement in physical activity



FAMILY TIME

2

Older adults enjoy spending time with their families and grandchildren, hence making family activities highly desirable



SOCIAL OFFERINGS

3

Activities that involve engagement with local communities through support groups are highly popular amongst older adult



HOME ACTIVITIES

4

Offerings that allow older adults, especially housewives, to be active at home are highly desired as they like to spend a lot of their time at home



3

WHAT IS OUR NEW OLDER ADULTS STRATEGY?

OUR OLDER ADULT STRATEGY
FOCUSES ON 4 KEY PILLARS



Programs

We will enable a wide variety of community and health & wellness programs to motivate older adults to be physically active



Places

We will ensure that shopping malls and community facilities are widely accessible so they may cater to the needs of the older adult segment



People

We will ensure that community activators are developed and able to increase offerings for the older adult segment



Policy

We will influence regulations in relevant areas by showcasing the benefits of increased activity

Programs



Health & Wellness Programs:

Programs in workplaces are important, as they build physical activity habits during the busy daily schedule of older workers

We will create frameworks and guidelines for employers that will revolve around developing comprehensive well-being programs to support physical activity for older workers. We will also develop flagship partnerships with large employers to establish health and wellness programs for their older workers.

Programs



Community Programs

These programs provide affordable and accessible opportunities for all sub-segments under older adults, and allow families to exercise together

We will design simple and accessible programs that are family inclusive to motivate older adults to be physically active. We will also develop online toolkits for older adults to be active with their family.

We will enable support groups to deliver social programs for older adults that include physical activity. We will do this by providing funding to delivery partners, offering trainings for group leaders, and designing social and accessible programs to make them suitable for older adults.

We will gather data and insight on previous activities and sport habits amongst older adults to understand the segment preferences. We will also work with delivery partners to design simpler versions of popular sports.

We will develop online content suitable for older females to be active at home. We will also work with suitable trainers to ensure that the content developed is family inclusive and tailored to the older adult segment.

We will work closely with relevant entities to design and deliver programs for retirees. We will also work with key entities to design an incentivization scheme for retirees to motivate them to become more physically active.

Places



Shopping malls

They are popular destinations for families and older adults, and have the added benefit of temperature control year-round, which makes them an important destination for exercise during the hot summer months

We will develop guides for mall managers on enhancing mall spaces to attract older adults to walk in malls. This should include services that are easily accessible, in addition to the delivery of periodic events that will motivate older adults to attend and participate in physical activity.



Community & Public Places

They are important locations for older adults, as they are usually near neighborhoods and provide a low-cost alternative to spend time with families

We will work with relevant entities to enhance offerings for older adults in public and community places by showcasing the benefits of increased older adult activity and developing design guidelines for older adults to make places more suitable.

People



Community activator

They play a key role in inspiring activity and building lifelong habits through the delivery of programs and activation of places that are targeted at older adults

We will develop a framework to incentivize and upskill community activators that specialize in delivering older adult programs. We will do this by attracting, training, incentivizing, and deploying community activators in the right programs and places for older adults.

Policy



Insurance

Influencing policies and regulations of insurance agencies is important to promote physical activity and can have a wide impact older adult activity levels

We will influence insurance companies to introduce policy schemes around physical activity and promote physical activity opportunities to insurance holders. We will do this by designing regulations with the right entities and demonstrating the benefits of incentivization schemes through different communication campaigns.



Health

Policies in the health sector have a significant influence on physical activity levels for older adults since health is a major concern for the segment

We will promote the benefits of physical activity in partnership with other relevant entities and influential health practitioners and start encouraging key policies such as physical activity prescription.

Enablers



Communications

We will design insight driven campaigns and programs for older adults, which will promote the benefits of physical activity within this segment



Digital & Research

We will increase offerings and enhance accessibility to simple digital solutions. We will also conduct research to improve understanding of older adult's wants and needs



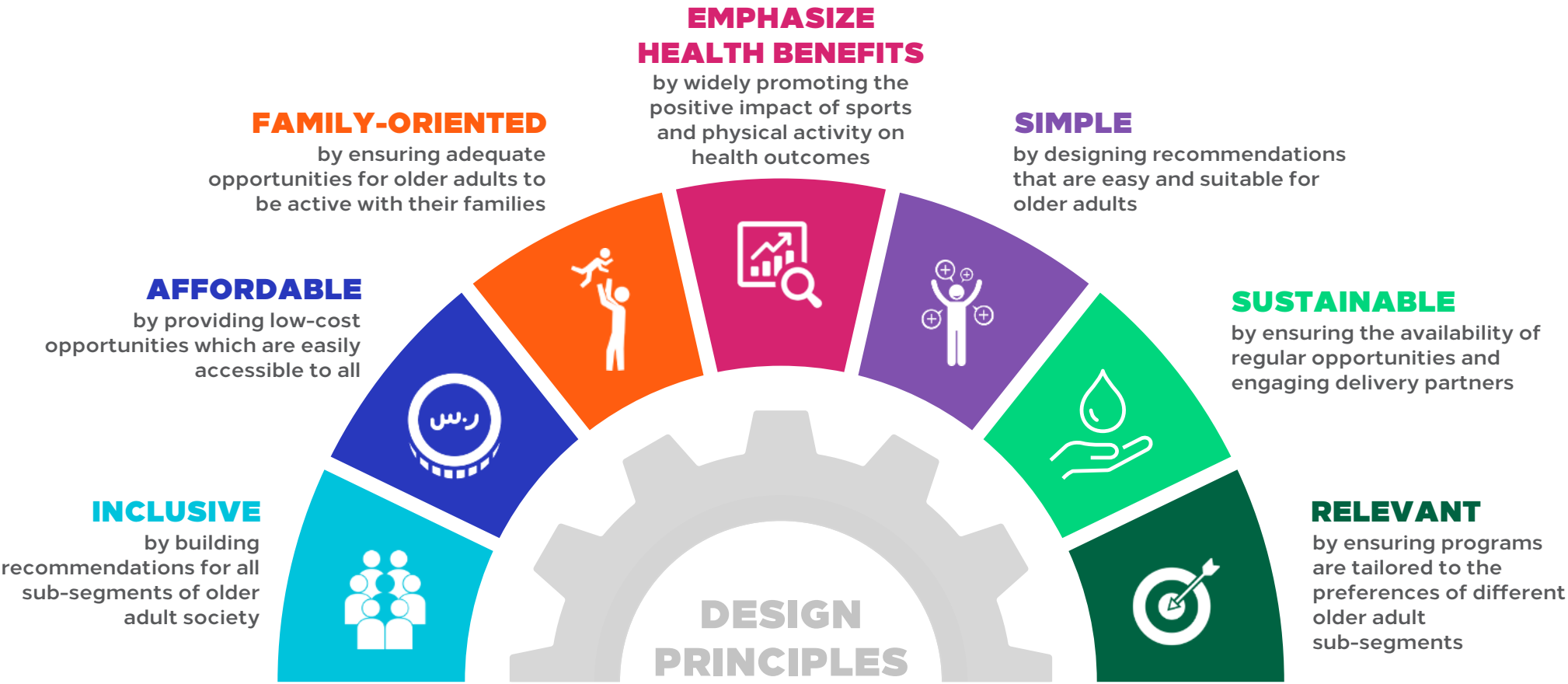
Partnerships

We will partner with local and international entities to increase impact and improve best practice for older adult offerings

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WHAT IS OUR NEW OLDER ADULTS STRATEGY?

OUR ADULT STRATEGY FOLLOWS KEY DESIGN
PRINCIPLES TO ENSURE A HOLISTIC APPROACH



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4

WHAT ARE WE TRYING TO ACHIEVE?

WE HAVE SET ASPIRATIONAL KPIS FOR OUR OLDER ADULT STRATEGY TO ENSURE WE ACHIEVE OUR OBJECTIVES



KPI

- % prevalence of physical inactivity in older adults
- % of older adults who are active
- % of older adults who consider physical activity a key driver for their health and wellbeing
- % of activity level gap between low income and other older adults



MEASURE

- % of older adults that do not meet WHO recommendations of at least 150 minutes of moderate activity per week
- % of older adults that exercise at least once a week for 30 minutes of moderate intensity
- % of older adults who respond positively when questioned about the importance of physical activity to their health and wellbeing
- % gap between low income and other older adults who exercise at least once a week for 30 minutes of moderate intensity

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