Background

- Despite multiple proven health benefits, population in Western countries meet less and less the public health recommendations for PA when they get older.
- In Belgium, people older than 60 years will represent more than a third of the entire population in 2050, with some major implications in terms of public health cost.
- The Internet holds potential for delivering effective PA interventions.
- Older adults are the fastest growing group of Internet users and use it for health-related subjects.

Aims

1. Analyse behaviours and representations about PA among older adults.
2. Explore opinions about Internet-based PA promotion.

Results and Discussion

Behaviours and representations about PA

- Stay healthy
- Social/Friends
- Pleasure
- Enjoy outdoor activities
- Social/family
- Better sleep

Number of citations

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<thead>
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<th>PA stage of change</th>
<th>Stay healthy</th>
<th>Social/Friends</th>
<th>Pleasure</th>
<th>Enjoy outdoor activities</th>
<th>Social/family</th>
<th>Better sleep</th>
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<tr>
<td>Stage 1</td>
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Reasons for PA participation

- Social (81% respondents) and health (72%) issues are the most motivating reasons to be active.
- Health messages must be paired with social support to increase PA.

Reasons for PA avoidance

- Most older adults consider themselves unable to practice PA, because of health (51%) or age (43%) issues.
- Lack of time (29%) seems less problematic for older than for younger adults, unlike psychological issues (48%).

Opinions about Internet-based PA promotion

- 41% of Internet users.

Conclusions

- As they age, people meet less and less the public health recommendations for PA.
- Emphasizing social elements, reducing wrong PA representations (i.e., too old for PA), and highlighting health benefits of PA are recommended.
- Just as traditional PA promotion, Internet-based PA promotion should focus on informational, social and environmental determinants.
- Providing examples of exercises that seniors could do safely on their own, such as do at-home exercising, is an opportunity to reach a large number of people at a lower cost.